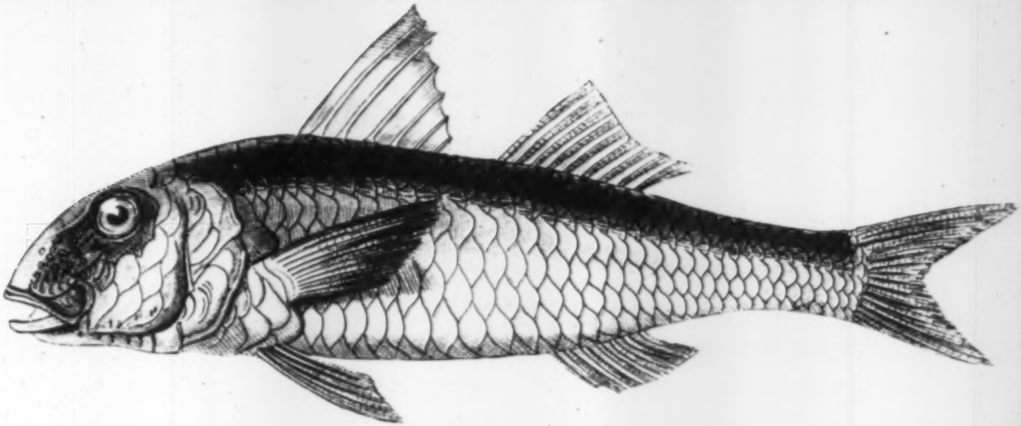
FEBRUARY 16, 1948 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



fish story:

the kind that can pay off in chips

A MAN from the Fishery Council dialed us the other day. "Thought you might like to know," he said, "that one WOR woman's service show offered some of our pamphlets on fish cookery—and were we swamped with requests! Almost 7,000! I tell you, every time we make an offer on WOR, we start worrying about how to handle all the mail. Never get such action elsewhere."

Made us feel all glowy, that compliment; made us sort of just want to say, "Gosh." But, on second thought, it's a rather routine occurrence here at WOR. For more than a quarter-century WOR's had an amazing ability for reaching more people and making more people reach for what advertisers have to sell than probably any other station in the United States.

And the cost? Why, sir, for the breathtaking sum of 1/12th of 1-cent per impact per week, one WOR advertiser told his message in 422,755 homes with radios.

Pretty amazing, isn't it? But it's the sort of thing that happens regularly at our place. Little wonder, when WOR is heard regularly by 34,057,161 people in 18 states.

Like some profitable proof? Just call or write...

wor

heard by the most people where the most people are

mutual

"Farm Folks all listen to WLS"

...says **DALE H. SINCLAIR**

Implement dealer, Martinsville, Illinois

SINCLAIR Implement Company, occupying three store fronts, is one of the largest businesses in Martinsville, Illinois. W. T. Sinclair, a farmer all his life, founded it eleven years ago, now operates it in partnership with his son, Dale. Mr. Sinclair still owns two nearby farms, each operated by a daughter and son-in-law.

Dale, a recent graduate of the University of Illinois College of Agriculture, says his contacts there convinced him that WLS is the best farm station. He already knew it, for he says, "All the farm folks around here listen to WLS—especially at noon."

Mr. Sinclair, interested in the Clark County Fair Board, for years has been instrumental in featuring WLS talent at the fair. Disappointed last year with someone else, he says for 1948 they're going to get WLS National Barn Dance acts again: "They're always a good drawing card."

Martinsville has a population of 1,296; Clark County population is 18,842—with 72% rural. It's a rich market: 14½ million dollars effective buying income, 6¾ million gross farm income; 8½ million dollars retail sales (1946). WLS is the leading radio station, according to BMB: 90% days, 85% nights. In 1946, listeners in the county's 4,340 radio homes sent WLS 3,570 letters, an 82% response!

Just as Clark County is typical of rich Midwest America, the Sinclairs are typical of its merchants. They know their customers personally—know they are listening to and being influenced by WLS. We know these folks, too—meeting them personally at fairs and celebrations, learning what they want to hear from their radios. That's why, for 24 years, WLS has been able to broadcast the information they need, the entertainmen they want—making them loyal listeners. And on loyal listeners depen advertising results.

890 Kilocycles
50,000 Watts
ABC Affiliate
Represented by
JOHN BLAIR & CO.

WLS
CHICAGO 7

The
PRAIRIE
FARMER
STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX ... KTUC, TUCSON ... KSUN, BISBEE-LOWELL-DOUGLAS

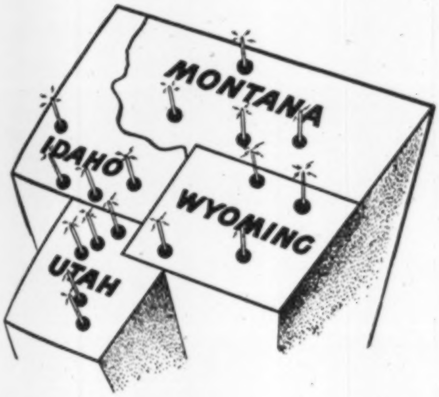
One of a series. Facts on radio listening in the Intermountain West

In the Mornings

THERE'S DOUBLE THE TUNE-IN

outside of Salt Lake City

. . . . and the Intermountain Network delivers 42.2% of this huge audience



The Winter, 1947 Hooper reveals that there are 28.3% of the sets in use between 8 a.m. and 12 noon in 13 Intermountain Network cities **outside** of Salt Lake City—or more than double the Salt Lake Tune-in. And, in these 13 cities, Intermountain Network stations deliver a 42.2% of the audience with a Hooperating of 11.9.

MORNING HOOPERATINGS

Monday thru Friday—Winter, 1947

Time	Sets-In-Use	INTER-MOUNTAIN NETWORK Rating	Share of Audience
13 Intermountain Network Cities* (outside of Salt Lake City)			
8:00 a.m.-12:00 N	28.3	11.9	42.2
Salt Lake City			
8:00 a.m.-12:00 N	14.0	2.8	19.9

*Comprised of the following 13 cities: Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

NOTE THIS! Retail sales in the home counties in which the above 13 cities are located total $328,218,000 compared to $218,650,000 for Salt Lake County. In other words, retail sales of these 13 counties are once and one-half again the Salt Lake County sales. And you cover all 14 counties—plus a total market of three-quarter billion dollars in retail sales—when you buy Intermountain.

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, **Inc. National Representatives**

New York — Chicago — Los Angeles — San Francisco — Atlanta

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA

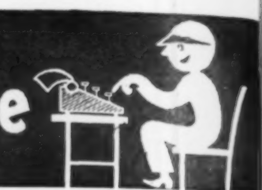
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

***Under Construction**

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline



Closed Circuit

WITH AN EYE to TV future, CBS has quietly acquired about 3% of Madison Square Garden stock, and may buy more. Placing emphasis on sports, network understood to be interested in assuring Garden telecasts but not necessarily on exclusive basis. Amount unknown.

BROADCASTER PRESSURE for realignment of wire-line rate structure foreseen with imminence of AT&T rates for television use of coaxial cable (story, page 19). Feeling prevalent among some AM and FM operators that line rates should be refigured in relation to whatever charges are used for television, in logical ratio to communications space each displaces. They figure sizable reductions would result.

PROJECT of Rep. Kearns (R-Pa.) to have copyright law amended to legalize AFM royalties on commercial use of recorded music hasn't chance of proverbial snowball, according to informed House leadership. There's even doubt about hearing this session. Sentiment is strongly against reinstating AFM's "welfare fund," outlawed under Taft-Hartley Law, through legislative subterfuge.

LYDIA E. PINKHAM Medicine, Lynn, Mass., through Erwin Wasey & Co., New York, looking for live hill-billy programs.

ROUGHING-UP given NAB Standards of Practice at 9th District meeting in Chicago Thursday may augur trouble as document approaches final revision. Though opponents have been silent for weeks, Windy City session apparently indicates it's only pre-storm calm.

MAIN code opposition at Chicago centered around commercial time limits and contest clauses. Anti-coders tried to rush through resolution before discussion started but were voted down 3-1 (story page 20).

FIRST INDICATIONS of broadcast support of pending White Bill (S-1333) developed last week with inquiries to Senate Interstate Commerce Committee from legislators who had been asked by stations about "status" of far-reaching measure. Letters, which fitted CBS position and originated with CBS affiliates, urged support, but with no further power to FCC beyond that in present law as to programs, implying opposition to proposed Section 326.

KAISER-FRAZER Corp., Willow Run, considering sponsorship of *It's a Great Town* packaged by Martha Rountree. Program would feature different city each week.

CBS HAS MADE overtures to *Los Angeles Times* on possibility of newspaper station being network video outlet.

PROJECTED study of non-listening may be revived when NAB board meets next week,

(Continued on page 90)

Upcoming

Feb. 16: NAB Radio News Clinic, Daniel Boone Hotel, Charleston, W. Va.

Feb. 16-17: Trans-Canada and Dominion networks conference with CBC, Toronto.

Feb. 17: NAB Radio News Clinic, John Marshall Hotel, Richmond, Va.

Feb. 18: FMA Region 4 meeting, Sheraton Hotel, Chicago.

Feb. 18: NAB Radio News Clinic, Hotel Charlotte, Charlotte, N. C.

Feb. 20: BMB Annual Board Meeting, BMB Hdqrs., New York.

Feb. 20-21: South Dakota Broadcaster's Conference, U. of South Dakota, Vermillion, S. D.

(Other Upcomings on page 85)

Bulletins

NAB District 9 members in Chicago Friday voted 24-9 in favor of code, answering question, "Are you in favor of Standards of Practice for the radio industry?" Vote was 16-15 on question, "Are you in favor of any limitations whatsoever in a Standards of Practice?" Attending stations were predominantly independent. Meeting was told by Hugh Feltis, BMB president, that BMB hopes to announce lower fees at Los Angeles NAB convention provided 150 more stations subscribe. (See early District 9 story page 20.)

WAVE GETS TV GRANT

COMMERCIAL TELEVISION construction permit awarded Friday by FCC to WAVE Louisville, for Channel 5 (76-82 mc), power 16.6 kw visual, 10 kw aural, antenna 355 ft. Eighty-one CPs now outstanding. Both TV channels allocated Louisville now assigned; Channel 10 (192-198 mc) earlier given WHAS that city. WHAS had sought to modify its permit to request Channel 5, but withdrew voluntarily so that both parties Jan. 30 were removed from hearing on matter.

Business Briefly

TV CO-OP SHOW ● WILF BROS., Philadelphia (appliance stores), on Feb. 16 to star *Author Meets the Critics* on WPTZ Philadelphia, Sun., 8-8:30 p.m. Show originates a WNBT New York, where it is sponsored b General Foods Corp., making it one of fir TV co-op shows.

BELTONE CAMPAIGN ● Radio to get appreciable share of $750,000 co-op campaig among dealers, and distributors of Belton Hearing Aid Co., Chicago. Dealers to clea through Ruthrauff & Ryan, Chicago. Ad budge well above last year. Firm using 2,500 spots weekly in key markets.

GE TELEVISION ● General Electric Co., Schenectady, to sponsor 10-minute NBC-produced newsreel over full NBC television network, starting March 5, 9-9:10 p.m., for television sets. Agency, Maxon Inc., New York.

NAB DEVISES PLAN TO FIND FM SET OWNERSHIP

METHOD of determining approximate FM set ownership in a city at slight cost developed by NAB and sent to membership. Plan utilizes coded postcard survey based on telephone book sample, asking listeners if receivers will receive FM signals.

Requested last summer by NAB FM Executive Committee, plan was tried in field and later approved by committee, according t letter sent stations by Arthur C. Stringer, director of FM Dept. Method worked out b Kenneth H. Baker, director of Research Dept. Understood Washington test showed 20,000 FM sets, close to estimates of one station's research department. Detailed instructions on survey technique sent to NAB membership.

YANKEE-CBS TV PLAN

EXCHANGE of television programs between Yankee Network and CBS assured by temporary arrangement agreed to by parties at second meeting of Yankee Network Televisio Clinic held at Boston, according to Linus Travers, executive vice president and general manager of Yankee.

NAB to Ask Uniform Time Legislation

ELEVENTH-HOUR request to have Congress proclaim uniform time to be submitted by NAB this week, it was indicated Friday, with expectations of strong Congressional and general industry support.

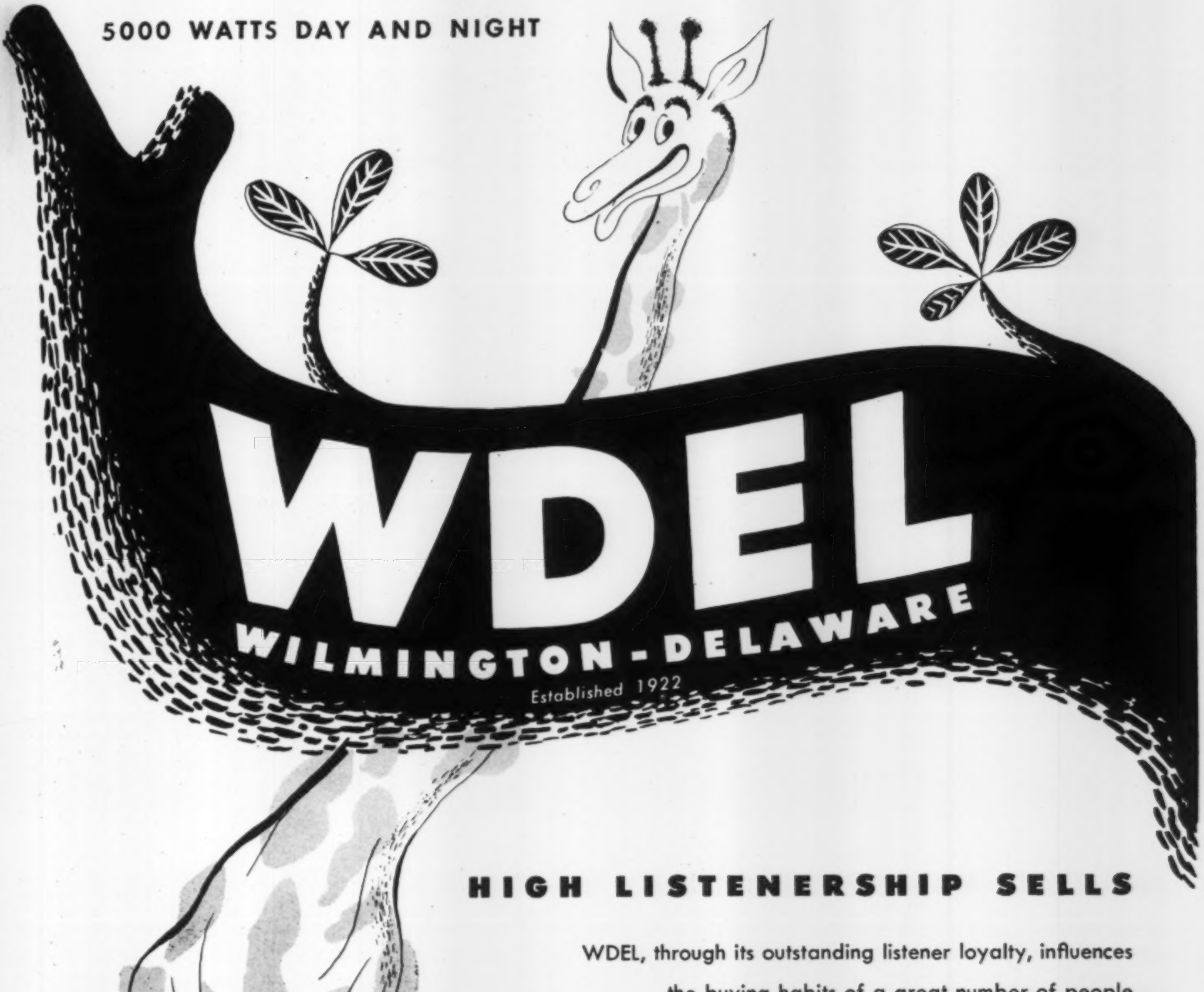
NAB expected to ask Acting Chairman Charles W. Tobey (R-N. H.) of Senate Interstate & Foreign Commerce Committee to support legislation which would end radio's semi-annual program moving day and relieve listeners of confusion. Financial loss to stations and networks also to be cited.

Pending Overton Bill (S-2041), now before committee, would proclaim uniform standard time for nation.

All NAB districts as well as board and conventions have unanimously urged uniform time for years but implied opposition of farm organizations has slowed down legislative processes. Railroads, airlines, shipping lines and most other common carrier operations favor uniform daylight time. NAB expected to advocate uniform time, without recommending either standard or daylight. Uniform time bill has been introduced in House by Rep Joseph O'Hara (R-Minn.).

All four networks are perfecting plans t bring uniformity in schedules by use of transscriptions. ABC successfully used delayed programming last suumer.

5000 WATTS DAY AND NIGHT



HIGH LISTENERSHIP SELLS

WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

NBC AFFILIATE

All Over The Nation

PEPSI COLA

Hits the Spot*

In Memphis—WHHM Hits the Spot, So hit Memphis with spots on WHHM. Use the direct route in Memphis with the station that delivers

MORE LISTENERS PER DOLLAR IN MEMPHIS

That's the proud record of WHHM—the station that rings the register for local and national advertisers.

Agency after agency is awakening to the fact that the station in Memphis with the High Hoopers and the active audience is the one for sales results.

"Hit the Spot" of sales the WHHM way.

Member
ASSOCIATED
PRESS

WHHM

WHHM's Best Reference
is Public Preference

MEMPHIS, TENN.

Patt McDonald, General Manager

Forjoe & Co. Natl. Reps.

* With a "spot" of thanks to
PEPSI COLA

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

Columbia Broadcasting System's

MOST POWERFUL

GEORGIA STATION

WMAZ—MACON

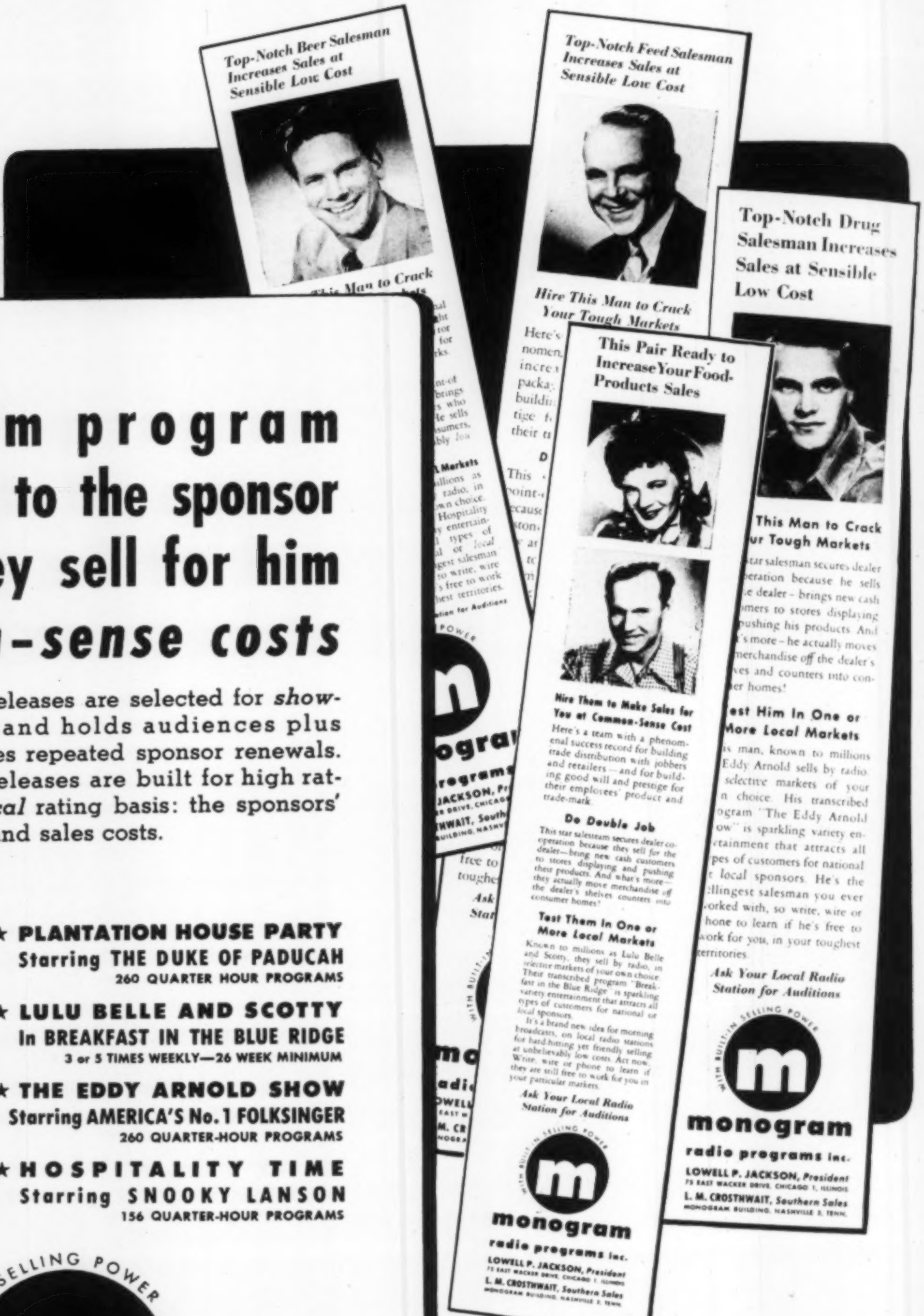
Now 10,000 WATTS

RCA BTA-10F TRANSMITTER—E. F. JOHNSON PHASING

940 KC

MAJOR MARKET
TRIO

National Representative:
THE KATZ AGENCY


Top-Notch Beer Salesman Increases Sales at Sensible Low Cost
Top-Notch Feed Salesman Increases Sales at Sensible Low Cost
Hire This Man to Crack Your Tough Markets
Top-Notch Drug Salesman Increases Sales at Sensible Low Cost
This Man to Crack ur Tough Markets
est Him In One or More Local Markets
Ask Your Local Radio Station for Auditions
monogram radio programs inc.
LOWELL P. JACKSON, President
L. M. CROSTHWAIT, Southern Sales

This Pair Ready to Increase Your Food-Products Sales

Hire Them to Make Sales for You at Common-Sense Cost

Here's a team with a phenomenal success record for building trade distribution with jobbers and retailers — and for building good will and prestige for their employees' product and trade-mark.

Do Double Job

This star salesteam secures dealer cooperation because they sell for the dealer—bring new cash customers to stores displaying and pushing their products. And what's more—they actually move merchandise off the dealer's shelves counters into consumer homes!

Test Them In One or More Local Markets

Known to millions as Lulu Belle and Scotty, they sell by radio, in selective markets of your own choice. Their transcribed program "Breakfast in the Blue Ridge" is sparkling variety entertainment that attracts all types of customers for national or local sponsors.

It's a brand new idea for morning broadcasts, on local radio stations for hard-hitting yet friendly selling at unbelievably low costs. Act now. Write, wire or phone to learn if they are still free to work for you in your particular markets.

Ask Your Local Radio Station for Auditions

monogram
radio programs inc.
LOWELL P. JACKSON, President
75 EAST WACKER DRIVE, CHICAGO 1, ILLINOIS
L. M. CROSTHWAIT, Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.

monogram program releases sell to the sponsor because they sell for him *at common-sense costs*

MONOGRAM program releases are selected for *showmanship* that builds and holds audiences plus *salesmanship* that causes repeated sponsor renewals. **MONOGRAM** program releases are built for high ratings on the only *practical* rating basis: the sponsors' charts on sales volume and sales costs.

TRANSCRIBED PROGRAMS OF NETWORK CALIBER WITH B·I·S·P*
*(BUILT-IN SELLING POWER)

- ★ **PLANTATION HOUSE PARTY**
  Starring THE DUKE OF PADUCAH
  260 QUARTER HOUR PROGRAMS
- ★ **LULU BELLE AND SCOTTY**
  In BREAKFAST IN THE BLUE RIDGE
  3 or 5 TIMES WEEKLY—26 WEEK MINIMUM
- ★ **THE EDDY ARNOLD SHOW**
  Starring AMERICA'S No. 1 FOLKSINGER
  260 QUARTER-HOUR PROGRAMS
- ★ **HOSPITALITY TIME**
  Starring SNOOKY LANSON
  156 QUARTER-HOUR PROGRAMS

WITH BUILT-IN SELLING POWER

monogram
radio programs, inc.

Lowell E. Jackson, President
75 E. WACKER DRIVE, CHICAGO 1, ILL.

L. M. Crosthwait, Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.

MONOGRAM PROGRAM RELEASES ARE ADVERTISED TO PROSPECTIVE SPONSORS IN SALES LANGUAGE THAT MAKES SENSE TO SALESMEN

These Monogram ads translate local radio advertising into tangible selling action. They reach prospective sponsors through business and trade publications in your best potential trade classifications. National and local advertisers will read them in:

TIME • BUSINESS WEEK • FOOD FIELD REPORTER • DRUG TRADE NEWS • BREWERS' DIGEST • BAKERS' HELPER • NATIONAL BOTTLERS' GAZETTE • MERCHANTS TRADE JOURNAL • THE MILK DEALER • FEEDSTUFFS • SUPER SERVICE STATION.

ALL MONOGRAM ADS URGE:

ASK YOUR LOCAL STATION FOR AUDITIONS

WNEW HASN'T STOPPED MAKING RECORDS

More **advertisers bought *more* time . . . . and reached *more* listeners on WNEW in 1947 than ever before!**

***more than ever*... NEW YORK'S No. 1 BUY!**

WNEW

1130 ON YOUR DIAL

ON THE AIR 24 HOURS A DAY

Represented by John Blair & Co.

WASHINGTON
SENATORS
BASEBALL
GAMES
available for
SPONSORSHIP

Capture better than 40% of the listening audience April thru September . . .

Wire or telephone
STATION
WWDC
NAtional 7203
or
Contact your nearest
FORJOE & CO.
office for
complete details

Feature of the Week

BRACE YOURSELF if you have occasion to telephone KDKA Pittsburgh, for you will not be suffering delusions but will actually be hearing the squeaky voice of Henry Aldrich, the nasal response of Fred Allen or greetings from a number of other famous NBC stars.

It is all part and parcel of a promotion stunt launched by the Westinghouse station three weeks ago to stimulate interest in its network programs.

First victim of KDKA's mystic switchboard was a woman. With no reason to expect hoodooism she dialed Grant 4200 and to her utter amazement heard a familiar male voice telling her:

"KDKA . . . This is Archie, the manager, speaking. Be sure to hear my program tonight at nine. Now just a minute, please . . ." The conventional, business-like voice of KDKA's telephone operator was then heard saying: "KDKA, may I help you?"

At times one is greeted by Mr. District Attorney. Salutations are also offered by Perry Como, Amos 'n' Andy, Jimmy Durante, Bill Stern, Al Jolson, Ralph Edwards, Red Skelton, Frank Sinatra, Charlie McCarthy, Dr. I. Q., Milton Berle, Burns and Allen, Art Linkletter, and Garry Moore.

Behind scenes with mysterious switchboard which furnishes those calling KDKA with messages from NBC stars are Edith Hingley, regular operator, T. C. Kenney, KDKA chief engineer, and J. E. Baudino (r), station general manager.

* * *

Success of the promotional scheme is clearly indicated by the flood of calls jamming the switchboard, KDKA reports.

The stunt was a brain child of KDKA's promotion director, David Lewis, who started preparing plans last fall. Some 20 of NBC's luminaries were asked to make a recording, patterned after the Archie script. Each recording, as it was received by the station, was transferred to an in-

(*Continued on page 74*)

On All Accounts

THE FIRST JOB of Thaddeus (Ted) Stephen Kelly, young timebuyer for Cecil & Presbrey, New York, was that of messenger for the shipping department of BBDO, New York. But shipping proved to be not a career but a destiny with Ted, for in less time than it takes to say Batten, Barton, Durstine and Osborn, he had joined the Army and shipped overseas for a three-year, four-battle-star hitch with the Pacific forces of the U. S. Army.

But even in the brief period before his entry into the Army Ted Kelly had established himself in the firm, and Induction Day found him leaving the organization as a highly-rated assistant to the timebuyer, Gertrude Scanlan.

With the war's end, Ted returned to the Battle of 383 Madison Ave. in his former capacity as assistant timebuyer, but in a few months the retired Signal Corps sergeant had won his field promotion to the rank of Timebuyer, First Class in charge of a battery of accounts which included: *The Reader's Digest*, Wildroot Hair Oil, Chrysler (DeSoto Division), Pecnick Ford Inc., and Waitt and Bond (Blackstone Cigars).

TED

His reputation preceding him, Ted Kelly moved to Cecil & Presbrey Jan. 12 as timebuyer for several accounts, including Philip Morris, Block Drug and Ronson Lighters.

Still only 24, Ted's entire civilian life has been more or less wrapped up with the agency business and quite logically it was there that he found romance, too. On March 10, 1947, he married the former Ann Fisher, then secretary to Eleanor Scanlan of BBDO. The young couple have an apartment in Rockaway Park.

Mr. Kelly is a baseball and basketball fan. In fact, he plays basketball himself with a local team in New York City.

Washingtonians don't listen to WFLA

but...

FLORIDIANS in the rich, growing Tampa - St. Petersburg market *listen to WFLA more than any other station!* Indoors and outdoors, through portables and consoles, day and night, WFLA continues to deliver more listeners* in this expanding market . . . where industry, agriculture and business keep purchasing power high and steady right around the calendar.

*According to the latest Hooper.

5000 WATTS
DAY AND NIGHT
NBC
AFFILIATE
WFLA
The Tampa Tribune Station
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville Fla
TAMPA

Another Nation-Wide
FIRST *for* KXEL

KXEL's *"Neighbors' News"*

Left to right, **Paul Pahl,** Sales Promotion Manager, James Black Dry Goods Company; **Carl Roth,** KXEL Farm Director, on the National Prize Winning KXEL Show, "Neighbor's News." Judged First in "Farm Service Programs" by National Retail Dry Goods Association.

Left to right, **Paul Pahl,** Sales Promotion Manager, James Black Dry Goods Company; **Carl Roth,** KXEL Farm Director; **Merle Brown,** Manager of Black's Ready-to-Wear. On the spot broadcasts give "Neighbor's News" concentrated selling power.

3 National FIRSTS *Within One Year*

ALL
SPONSORED
BY THE
JAMES BLACK
DRY GOODS CO.

1st "NEIGHBORS' NEWS"

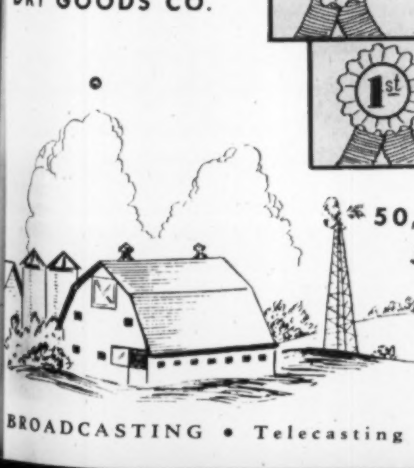
6:15 to 6:30 a. m., Monday through Saturday. Features Carl Roth, KXEL Farm Director. Sponsored by James Black Dry Goods Company.
1948 Champion Farm Service Show—NRDGA National Contest

1st "R. F. D.-1540"

12:45 p. m., daily except Sunday. Also features Carl Roth, KXEL Farm Director. Sponsored by James Black Dry Goods Company.
1947 Grand Champion—NRDGA National Contest

1st "MUSIC *for* MODERNS"

A teen-age feature broadcast from 6:30 to 7:00 p. m. Thursdays. Sponsored by James Black Dry Goods Company.
1947 Champion Teen-Age Show—NRDGA National Contest

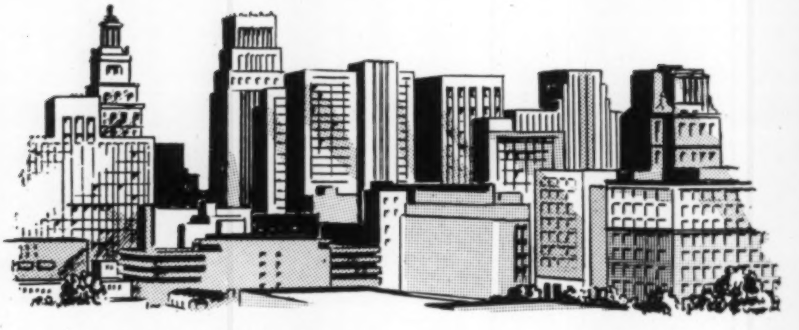


50,000 WATTS **KXEL** 50,000 WATTS

JOSH HIGGINS BROADCASTING CO. • WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
COVERING KXEL's
"GREAT RURAL CITY."

Blacks Blacks

how would you like A REAL "MAIL BAG" in HOUSTON?



Now that disc jockey shows have climbed into the big-time and won the regard of even the greatest advertising moguls, it seems fitting to point out that this type of attraction originated as "local programming". And that today as always, lots of stations still cater to enormous audiences with their own individual disc shows.

"The Mail Bag" aired by Station KXYZ, Houston, from 3:45 to 4:45 p.m. Mon. thru Fri., is a beautiful example. It consistently shows Hoopers between 6.0 and 7.0, and during one typical recent 30-day period also pulled mail from *one hundred and fifteen* "outside" towns in Texas and Louisiana!

If you want to capitalize on the high efficiency and low cost of Bull's-Eye Radio, Free & Peters can build a campaign of just such popular and proven programs for you, in one *or all* of the important markets at the right. Shall we start?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since May, 1932

NEW YORK: *444 Madison Ave.*
CHICAGO: *180 N. Michigan Ave.*
DETROIT: *Penobscot Bldg.*
FORT WORTH: *406 W. Seventh St.*
ATLANTA: *Palmer Bldg.*
HOLLYWOOD: *6331 Hollywood Blvd.*
SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 34, No. 7 WASHINGTON, D. C., FEBRUARY 16, 1948 $7.00 A YEAR—20c A COPY

AGENCIES FOR CODE

TRENDS Poll Shows 87% Want Standards

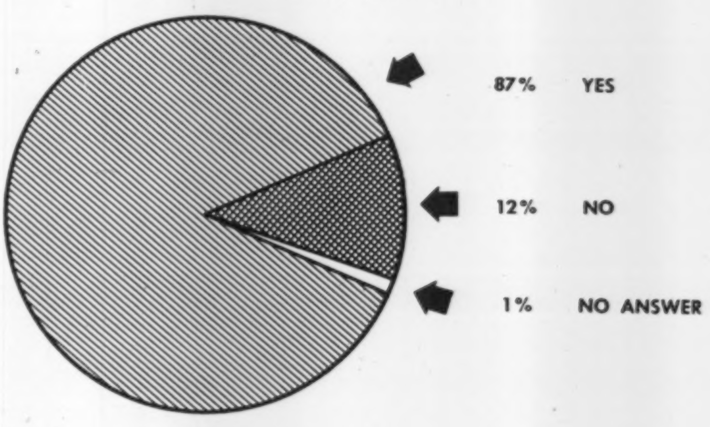
ADVERTISING agency executives and timebuyers are overwhelmingly (87%) of the opinion that stations and networks should operate under industry-wide standards, and a still heavy but not so large majority (69%) of these agency men feel that the standards should be administered jointly by broadcasters, advertisers and agencies. On the question of time limits on commercials the opinion among agency people is even more overwhelming (94%) in favor of limitation.

These were among the facts brought out by the fourth survey of advertising agency opinion, twelfth in the BROADCASTING Trends series conducted exclusively for BROADCASTING Magazine by Audience Surveys Inc.

In its study of agency reaction to a proposed industry-wide code Audience Surveys during January polled a representative cross-section* of agency executives and timebuyers. The questions asked were these:

(1) Should radio operate under an industry-wide code? (2) If so, who should set and maintain the standards? (3) What time limits on commercials should be established, if any? (4) Which specific practices (among others) should be permitted, and which should be prohibited? (5) What influence would adoption of a strong code have on time purchases?

CHART I:
Should broadcasting stations and networks work under industry-wide standards of practice?



Results of the survey follow:

Should broadcasting stations and networks operate under industry-wide standards of practice? (See Chart I.)

Agency men agree, by an overwhelming majority (87%), that stations and networks should operate under an industry-wide code. Approximately nine out of ten agency executives take the affirmative position, against 12% who feel that radio should not be ruled by universal standards of practice. Only 1% of the panel reported no opinion.

What group or groups should set the standards? (See Chart II.)

Seven out of ten agencymen (who feel there should be a code) believe standards of practice should be set jointly by advertiser, agency and broadcaster. 24% would have the broadcasting industry set its standards alone. 4% feel standards should be set jointly by government-broadcaster-advertiser-agency; 2% by government and broadcaster. No one was of the opinion that the government alone should set radio's standards.

Responsibility for maintaining standards should be vested in: (See Table I on page 14.)

45% of the agency executives who believe there should be a code feel that responsibility for its maintenance should be vested in the ANA-AAAA-NAB jointly (the tripartite principle in effect for BMB)—twice as many as feel it should be NAB's sole responsibility. 12% would place responsibility on individual broadcasters; 7% on the FCC. Among the miscellaneous answers were various combinations of five major groups.

Should there be time limits on commercials? (See Chart III.)

Only 5% of the panel believe that no time limit on commercials should be set. The overwhelming majority (94%) agree that there should be limitations.

Asked what limits should be set, those who agreed that there should be limitations proceeded to show considerable variety of opinion.

What time limits should there be on commercials? (See Table II on page 14.)

Agency respondents revealed that there was little consensus on what limitations should be set.

For 5-minute programs, daytime, major votes were cast for 1:00 and 1:15 minutes of commercial time, with 1:30 not far be-

(*Continued on page 14*)

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*A sample of all national and regional advertising agencies in the U. S., controlled for proper balance by geographical area and volume of business.

CHART II:
What group or groups should set the standards?

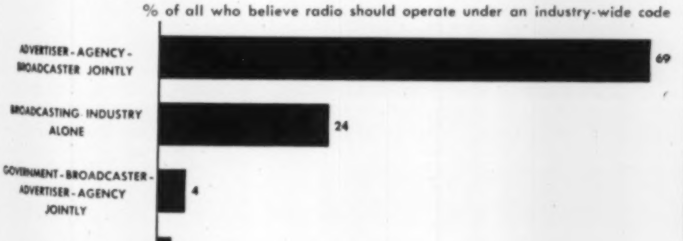
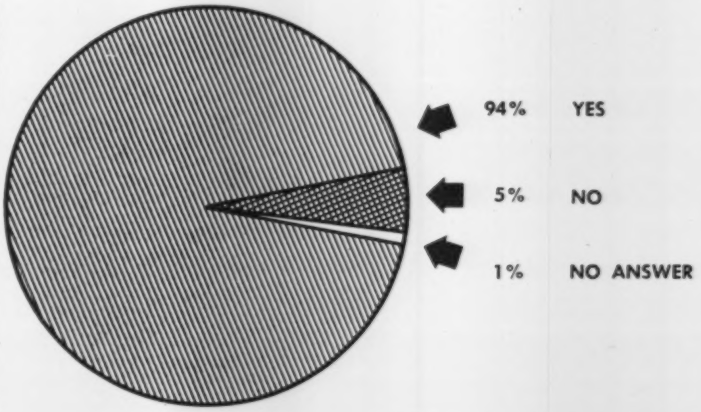


CHART III:
Should there be a time limit on commercials?



RADIO CITY

WHAM-WHFM Million Dollar Home Opens

STROMBERG-CARLSON Co.'s million-dollar Radio City at Rochester, new home of its WHAM and WHFM (FM) and of its projected television operations, was opened last Saturday, after a pre-opening dinner Friday night.

Chairman Wayne Coy of the FCC was slated to deliver the principal address at the dinner but was prevented by illness late last week.

Festivities were attended by civic, state and industry leaders.

The new building contains six studios including a 400-seat auditorium, 24 offices, several lounges, news rooms and libraries. It will be the scene of the *Aldrich Family* broadcast on Thursday. Several other guest artists will appear during the week.

Miller to Report

REPORT of the Executive Committee of the U. S. National Commission for the United Nations Educational, Scientific & Cultural Organization will be given at the group's Feb. 17-18 meeting in Washington by Justin Miller, NAB president, a vice president of the National Commission. The executive group will hold a preliminary meeting Feb. 16. The full commission will be received Feb. 17 at the White House by President Truman.

ROCHESTER Radio City, new million-dollar home of WHAM and WHFM (FM), Stromberg-Carlson stations in Rochester, N. Y., was opened to the public Feb. 14. Structure is 292 ft. wide and 150 ft. deep. The largest of its six studios, 42 x 46 ft., has an auditorium that can accommodate an audience of 400. Other features include 24 individual offices, four staff and public lounges, a deluxe clients' lounge, a sponsors' lounge, news rooms and transcription and music libraries. WHAM, operating with 50 kw on 1180 kc, was acquired by the Stromberg-Carlson Co. in 1927. WHFM operates on 98.9 mc (Channel 255).

Trends

(*Continued from page 13*)

hind, and less than 1:00, fourth. At night, the vote concentrated more at 1:00, followed by less than 1:00, with progressively fewer mentions for greater amounts of commercial time.

For 10-minute programs, daytime, 40% agreed on 2:00 minutes, with less than 2:00 second and 2:30 third. At night, 2:00 was favored by 41%, less than 2:00, 28%, and 2:30, 17% .

For 15-minute programs, daytime, 2:30 was favored over 3:00, and less than 2:30 and 3:30 followed in rank. 40% were of the opinion that 2:30 was right for nighttime quarter-hours, against 21% who were for less than 2:30 and the same number who agreed on 3:00.

For 30-minute programs, daytime, the vote split almost evenly over the 3:00-4:00 range, with few on either end of that range. Similarly, at night, the choices were closer than for any other segment, and ranged in rank order from 3:00 to 4:00.

For 60-minute programs, day time, 6:00 was favored by 33% against the second choice (19%) for 7:00. More (16%) were for less than 6:00 than for 8:00 (14%). The choices at night bulked heavier on 6:00 (38%) with less than 6:00 (21%) second.

The second portion of the Trends survey on Code is scheduled to appear in a forthcoming issue.

TABLE I

Responsibility for maintaining standards should be vested in:

	% of all who believe radio should operate under an industry-wide code
ANA-AAAA-NAB	45%
NAB	22
Individual broadcasters	12
FCC	7
Individual broadcasters — ANA-AAAA-NAB	3
NAB-FCC	2
Other	7
No answer	2
	100%

TABLE II

What time limits should there be on commercials?

In a single-sponsor program of:		% of all who believe there should be time limits on commercials	
5 MINUTES	No. minutes of commercial time	Daytime	Evening
Less than	1:00	15%	23%
	1:00	28	34
	1:15	26	18
	1:30	19	12
More than	1:30	4	4
No answer	----	8	9
		100	100
10 MINUTES			
Less than	2:00	22	28
	2:00	40	41
	2:30	21	17
	3:00	8	5
More than	3:00	1	1
No answer	----	8	8
		100	100
15 MINUTES			
Less than	2:30	16	21
	2:30	33	40
	3:00	26	21
	3:30	16	9
More than	3:30	2	1
No answer	----	7	8
		100	100
30 MINUTES			
Less than	3:00	9	14
	3:00	22	31
	3:30	23	21
	4:00	26	21
More than	4:00	9	4
No answer	----	11	9
		100	100
60 MINUTES			
Less than	6:00	16	21
	6:00	33	38
	7:00	19	14
	8:00	14	11
More than	8:00	7	6
No answer	----	11	10
		100	100

BROADCASTING TRENDS

Is a copyrighted feature conducted by

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Of New York under commission by

BROADCASTING

THE CODE TREND . . . . *An Editorial*

ADVERTISING AGENCY executives, sometimes cast as bogey men under the bed during code discussions, reveal themselves as moderate and highly intelligent men who think very much the same way as the majority of broadcasters in the accompanying BROADCASTING TRENDS poll.

The poll shows:

1. 87% of agency executives think there should be industry-wide standards.
2. A smaller, but still heavy majority—69%—think the standards should be drawn up jointly by broadcasters, advertisers and agencies.
3. 45% think the ANA, AAAA and NAB should jointly administer the standards.
4. And, most significant, 94% believe a time limit on commercials is necessary.
5. Taken overall the time limits proposed by agency executives are nearly the same as those proposed by the NAB board on Nov. 15.

The results are not too surprising when it is realized that the success of all agencies is as inextricably dependent on the acceptance of radio as is that of the broadcasters themselves. The similarity of their conclusions to those of the NAB committees which have drawn up the code is a testimonial both to their own astute evaluation of the problem and the sincerity and acumen of the writers.

Comparing the time limits suggested by the agencies (Table 2) with the proposed time standards adopted by the NAB board one finds:

Length of Program	Daytime		Evening		Difference	
	NAB Board	Agency	NAB Board	Agency	Day	Evening
5-minute	1:15 min.	1 min.	1 min.	1 min.	15 sec. less	Same
10-minute	2:10	2	2	2	10 sec. less	Same
15-minute	3	2:30	2:30	2:30	30 sec. less	Same
30-minute	4:15	4	3	3	15 sec. less	Same
60-minute	7	6	6	6	1 min. less	Same

While these do not take into consideration the various provisions for station-breaks or frequency of announcements they do indicate the feeling of the majority of agency executives that the commercial provisions in the proposed NAB code are adequate. In fact in every case where there is a difference the agencies have asked even less commercial time than is provided for in the code.

Probably most surprising of the recommendations is that the ANA and the AAAA not only join the broadcasters in desiring a part in writing the code but in administering it as well.

This agency reaction is a long stride in the right direction. Many advertisers—we think the majority of them—will go along. The responsibility for code compliance rests with the broadcaster but is dependent upon the cooperation, good will and team-work of the advertiser and his agency. Once that support is assured, the recalcitrant will think twice before attempting to evade any duly promulgated standards of practice.

TV APPLICATIONS MOUNT

Problem of Space Impends

By RUFUS CRATER

THE RUSH for television stations, particularly in the East but spreading steadily westward, poses for FCC and broadcasters a fundamental problem which they hadn't expected so soon.

The basic question: Where does television go from here?

That is the consensus, and it is spreading rapidly as broadcasters, established and potential, virtually fall over themselves to get into the field while there is still room.

For the most part, it is conceded that:

- **Television's No. 1 problem today is the shortage of spectrum space.**
- **The only foreseeable solution lies above 400 mc, in the area set aside for television experimentation.**

FCC and television industry leaders have long insisted that television's ultimate home—the only one that can begin to accommodate a nationwide competitive service—is in the upper band, now lying between 480 and 890 mc.

VIDEO PARADE

On air: 19.
Licensed: 7.
CP's: 81.
Pending: 116.

It has been generally expected that several years would pass before commercial operations are undertaken in that band. To a great extent the same feeling still prevails. But the obviously underestimated demand for television channels has led authorities to revise their private time schedules with respect to the date when the "upstairs band" may be essential for commercial use. Some are wondering outspokenly whether it wouldn't be better to start now to consider the prospects for early operation in that band.

This feeling is becoming more prevalent despite the realization that a number of today's applicants apparently have failed to recognize the full financial demands of television and, unless they secure more capital, may have to drop out of the field.

Emphasizing the shortcomings of the present allocation—which the FCC recognized almost three years ago as "insufficient. . . . to make possible a truly nationwide and competitive television system"—a roundup last week showed that in 24 cities there are already more applications than channels.

In these 24 there are 37 channels available for assignment under the present allocation plan. For these 37 channels there are 83 applicants. Ten of the 24 cities have no television stations, operating or authorized, and in at least eight of these ten the fight is for the only channel which the allocation plan provides. In two the allocations table shows no channels left. In Boston there are 10 applications but only two channels.

Assuming that Empire Coil Co. will be granted its petition to withdraw its applications for Boston, Waterbury, Buffalo, and Pittsburgh—in order to concentrate on its grant for Cleveland—and assuming also that WISH Indianapolis will be granted its request to reinstate its application—the situation last Thursday was as follows, with respect to cities where applications outnumbered availabilities:

CITY	CHANNELS AVAILABLE	APPLICATIONS PENDING	CHANNELS ALREADY ASSIGNED
Akron	1	2	0
Allentown, Pa.	1	3	0
Atlanta	1	3	3
Boston	2	10	3
Buffalo	2	3	1
Chicago	2	3	4
Cleveland	1	5	3
Dallas-Ft. Worth	3	4	3
Detroit	1	2	3
Fall River, Mass.	1	3	0
Harrisburg, Pa.	1	2	0
Hartford	2	4	0
Houston	3	4	1
Indianapolis	2	3	2
Miami	3	4	1
Philadelphia	1	2	3
Pittsburgh	3	5	1
Reading	1	2	0
San Francisco	3	4	3
Scranton-Wilkes Barre	0*	2	0
Toledo	0*	4	1
Waterbury, Conn.	1	3	0
York, Pa.	1	2	0
Youngstown, Ohio	1	3	0

* Channels may be "squeezed in," or reassigned from other communities.

Unless there are enough drop-outs, hearings must be held in each of these cases. In addition, there are several communities where availabilities exactly equal the number of applications, so that one more bid in any city would precipitate a hearing. These include Springfield and Worcester, Mass., Bridgeport, Conn., Canton, Ohio, and Louisville, Ky., which have one channel and one application each; and Cincinnati where the situation now stands two for two.

430 Stations Provided

On the basis of 13 channels—the first of which may be lost by television through FCC's proposal to reassign 44-50 mc to other services — the existing allocations scheme provides for approximately 430 stations in the top 140 markets.

Commission engineers have extended this plan by making specific channel allocations to lesser markets, carrying it down in some instances to cities of about 10,000 population. Thus the number of potential stations would be double

(*Continued on page 80*)

Libel Bill Reported

LIBEL bill relieving broadcast stations from liability for defamatory statements made by candidates for public office or on their behalf was favorably reported last Monday by the Virginia Senate General Laws Committee. The bill previously had been approved by the House. Committee Delegate G. Edmund Massie, of Richmond, stated that under FCC rules stations lacked the right to censor addresses and therefore should not be held liable.

NAB CODE

Board Will Get New Version

By J. FRANK BEATTY

THE NAB Standards of Practice will appear in a brand new dress before the Board of Directors Feb. 24-26 at The Homestead, Hot Springs, Va. Newest version of the code, tentatively approved by the board at Atlantic City last September and revised in November, is believed to come much closer to practical station operating needs.

Sidetracked for some weeks as a major topic of industry discussion, the code comes into prominence with music contracts, international allocations, copyright problems, daylight time, and several other matters on the long list of items slated for board perusal.

New Standards of Practice will differ sharply from the Atlantic City version, as well as the November revision, though most of the basic concepts covering program and business standards are retained. (See TRENDS analysis of code reaction on page 13.)

Current rewriting of the code has been under way since the board's November meeting [BROADCASTING, Nov. 17, 24]. The board's own code committee has been working with the NAB Program Dept. in revamping the document.

In its new dress the code will be affirmative in mood, with most of the "should nots" re-worded in line with industry suggestion.

Originally the code had been scheduled to go into operation Feb. 1. This date was set by the board at Atlantic City after two convention sessions had been devoted to the subject. Industry opposition became so heated, however, that the commercial section of the code was eased in November and the enforcement date was dropped.

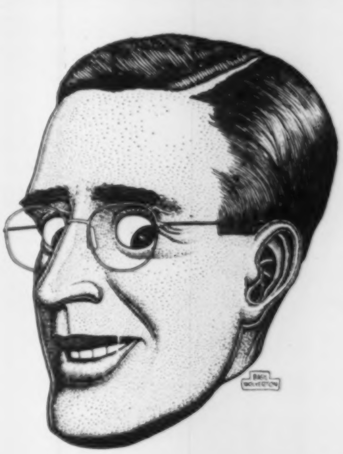
Though station reaction to the November version had been generally favorable, a network move developed for adoption of a separate code. This project has not been pushed by the networks, however.

The code timetable probably will develop this way:

- Further revision at Hot Springs next week.
- Submission of latest version to NAB membership in March.
- Debate at May 17 afternoon session during NAB convention in Los Angeles.
- Possible final approval by board at May 19 meeting.
- Enforcement date in late summer unless extensive revision is called for during convention.

Presentation of the standards to the industry and to the nation will be carefully planned because of adverse publicity before, during and after the Atlantic City convention. Cooperating will be the

(*Continued on page 81*)



WAYNE COY, FCC chairman, as seen by KGW Portland's spaghetti and meatball artist, Basil Wolverton. The drawing, gift of Arden X. Pangborn, business manager of *The Oregonian*, which owns KGW, and H. Quenton Cox, general manager of station, was presented to Chairman Coy at an informal dinner attended by members of the broadcasting committee of the Advisory Council on Federal Reports, ex-colleagues of Mr. Coy from the Bureau of the Budget, and guests. Ben Strouse, vice president and general manager of WWDC Washington, succeeds Mr. Coy as chairman of the committee.

Joint Group Plans LONG MUSIC FIGHT As Negotiations Nea

(See editorial, page 48)

INDUSTRY groups taking part in the united front campaign against AFM President James C. Petrillo last week settled down to a long battle against anticipated demands of the musicians' union.

Convinced that the two parties are farther apart than ever, despite the 60-day truce effective Feb. 1, the Industry Music Committee is working on legal steps to be taken should the union head use expected harassing tactics.

Closer Than Ever

The committee is expected to explore the Lea Act, Taft-Hartley Act and National Labor Relations Board regulations for every possible avenue of relief. Out of this study is expected to come a series of definite measures, along with other strategic steps to meet Petrillo strategy as it develops.

Feeling of committee members after meeting last Tuesday in New York was that industry segments taking part in the joint organization are closer than at any time since the consolidation took place last autumn.

Though each segment has its own problems, many of which conflict with interests of others in the industrywide committee, frank discussion took place Tuesday. This interchange of problems and activities under the united-front policy is declared to be more effective as the music crisis develops.

On the other hand, progress in negotiations will confront the industry committee with Petrillo-inspired pressures to crack the united front. Thus far committee members are understood to agree against yielding to any sort of welfare fund or performance fee. The AFM head is expected to apply some of his heaviest pressure on this issue.

The fact that some recorders apparently aren't anxious for quick settlement due to their backlogs does not connote a weakening of the united front, committee members insisted in New York last week.

The committee heard reports from Sydney M. Kaye, special counsel, and Verne Burnett, public relations counsel.

Proposal to exhaust all legal remedies available in the negotiations was based on statements by members of the House Education & Labor Committee during the recent Petrillo investigation. On a number of occasions members of the committee criticized broadcasters for asking Congress to help them when remedies appeared to be open under existing legislation and regulations.

Right Questioned

For example, it has been suggested that the AFM president's right to represent many band leaders is questionable under the Taft-Hartley Act. These leaders in many cases have the right to hire and fire and may be construed as supervisors rather than employes subject to Petrillo dictates.

Management thus would have the right to ask NLRB if band leaders are supervisors. If that were found to be the case, management would not be required to bargain with the union and leaders could make their own deals. Control of name bands by the union president is considered one of his most vital weapons.

Union shop angles of the Taft-Hartley Act and NLRB regulations covering platter turners and disc jockeys also are said to offer approaches to the music negotiations.

Under the Lea Act, the union may request an employer to hire more musicians, but if steps are taken to force management to hire them a case arises within the scope of this legislation.

Feeling was apparent among committee members that the 60-day AFM truce in no way is a favorable portent of peaceful settlement. They are preparing for a series of stiff contract battles once Mr. Petrillo is able to make up his mind about the employment possibilities in television, FM and interrelated groups.

Hathaway for Connolly At CBS; Puck to Leave

TOM CONNOLLY, CBS director of program promotion, was due to leave the network last week, and Larry Puck, talent scout and director of the network's popular music division, also was understood to be leaving CBS.

Both have been with the network for about ten years. Mr. Connolly has been given a large share of the credit for developing the CBS technique of promoting network programs through its affiliates. Mr. Puck, in his dual capacity as popular music director and talent scout, helped to nurture Arthur Godfrey, Perry Como and many others as network personalities.

It was understood that Mr. Connolly's duties will be taken over by Neal Hathaway, veteran member of the CBS promotion staff. Lester Gottleib, who is leaving Young & Rubicam to join CBS in March, is expected to inherit Mr. Puck's popular music responsibilities with the network. Future plans of Messrs. Connolly and Puck were not announced.

TV LEGAL THREAT

NBC Warning Halts RKO

INTRODUCTION of "giant screen" television to the moviegoing public, scheduled for last Monday at the RKO 58th Street Theatre in New York, has been indefinitely postponed by NBC's threat of legal action to protect its rights. Action was indicated if RKO theatres proceeded with plans to add a pickup of NBC's telecast of the boxing bouts from the St. Nicholas Arena to the regular film program.

Two days before the proposed demonstration, RKO theatres had wired radio editors invitations to "sit in on this history making event," which the telegram said, "marks the first time a New York motion picture theatre has combined television broadcast with regular screen show." On Monday morning a second wire reported that "due to reasons beyond our control" the idea had "been postponed until further notice."

Boadcaster's Rights

NBC, which had not been consulted in advance, said that it had served notice on the theatre company not to include the video sports show, sponsored by Gillette Safety Razor Co., in its theatre program in accordance with its belief that a broadcaster has a property right in the material he broadcasts which enables him to restrict its reception. Each NBC television schedule signs on and off with a statement to the effect that the programs are not to be reproduced in places where admission is charged without specific permission of NBC.

This legal theory is as yet untested in the courts, although a few weeks ago it was reported that Paramount Pictures was considering asking for an injunction against the Pantages Theatre in Los Angeles which regularly picks up for its Saturday afternoon audience the Hialeah Races as telecast by KTLA, Paramount video station in Los Angeles. Paramount executives in New York last week denied any present plans for legal action against the movie house, stating that the large screen video showings seem to be stimulating the sale of home video receivers and so, at this time at least, are doing television broadcasters more good than harm.

While everyone agreed that the only decisive way to settle the question of rights in a video broadcast is through a test case, no one last week seemed anxious to initiate such action. Paramount's primary interests lie in the motion picture field. NBC's parent company, RCA, counts the picture producers and exhibitors as among its good customers. As long as a suit can be avoided without an outright sacrifice of rights, it seems likely that it will be.

U.S. POST OFFICE
GOOCHLAND VIRGINIA

Drawn for BROADCASTING by Sid Hix

"That there's an old Virginia ham!"

Redmond Rejoins CBS

RICHARD J. REDMOND, onetime member of CBS Promotion Dept., has rejoined the network as assistant to Lawrence W. Lowman, vice president in charge of television. He will handle special assignments in this department as well as relieve Mr. Lowman of administrative details. In radio sales promotion and research for nearly a decade before the war, with CBS from 1934 to 1938 and for three years with MBS, Mr. Redmond served with the Air Transport Command in Africa for three years. On his discharge in 1945 he went into private business by taking over a Muzak franchise in Columbus, Ohio, in which he retains an interest.

'TIMES' FAX

Daily Transmissions To Run 30 Days

IN 14 NEW YORK department stores, starting this morning (Feb. 16) and continuing for a month, facsimile recorders are turning out six daily editions of a four-page facsimile newspaper to give many New Yorkers their first look at postwar facsimile operation. The papers are produced by the *New York Times* and broadcast by the *Times'* FM station, WQXQ.

Each page is 8½ by 11 inches, takes 3½ minutes to transmit, and each edition is broadcast for a quarter-hour. Starting at 11:05-11:20 a.m. broadcasts are repeated hourly, with last presentation 4:05-4:20 p.m. Process goes on six days a week.

To cary out this ambitious schedule, the *Times* has set up facsimile headquarters in a double office on the tenth floor of the Times Bldg. in midtown New York. Here a special staff headed by Robert Simpson of the *Times* selects the stories and picture material to go into the facsimile of the *Times*, sets the copy by varitype and the heads by fototype; pastes up the pages and finally transmits them over a facsimile transmitter. Transmitter was manufactured by General Electric Co. to specifications of Radio Inventions Inc., whose president, John V. L. Hogan, is also president of the *Times* stations, WQXR and WSXQ (FM).

In addition to Editor Simpson, the facsimile staff includes a copy reader, makeup editor, city reporter ,women's editor, production manager and three vari-typers, chief artist and two assistants, a boy to run copy and pictures from the news and picture departments of the *Times*, and the engineer who gets the copy on the air.

Three of the staff—Frank Lauden, makeup editor, Robert Palmer, chief artist, and Frances Clark, copy production manager—are on loan to the *Times* from Newspaper Publishers Faximile Service, associated with Radio Inventions to handle facsimile copy production and syndication as well as to act as sales representative for RI equipment.

Athan Cosmas, transmitter supervisor of WQXR-WQXQ, is serving as transmitter console engineer for the facsimile broadcasts. The copy he handles goes by special lines which can handle a range from 20 to 15,000 cycles flat to within .3 db to the WQXQ transmitting setup atop the Chanin Bldg. There it is broadcast to the recorders in the stores and to others in the Times Bldg. and at Columbia U.

The 23 recorders placed by the *Times* for the experimental period were, like the transmiter, made by GE to RI specifications. Booklets explaining facsimile will be distributed to interested spectators at the department stores.

Committee Supervising

The *Times'* facsimile experiment is being operated under the supervision of a special three-man committee appointed by the paper's publisher, Arthur Hays Sulzberger. Committee members are: Turner Catledge assistant managing editor; Orvil Dryfoos, assistant to the publisher; Ivan Veit, promotion director.

Technical phases of the *Times'* facsimile are being watched by the industry.

The New York Times

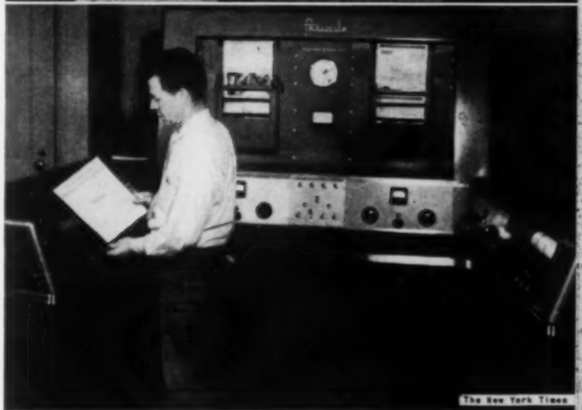
Robert Simpson (l) of Times staff, editor of the fascimile edition, and Frank Lauden, makeup editor, on loan to Times from Newspaper Publishers Faximile Service.

The New York Times

Robert Palmer, chief artist, and Frances Clark, copy production manager, both on loan to Times from NPFS.

The New York Times

Woodrow Wilson (l) of Times art department and Mr. Palmer working on shadow box makeup tables. Boxes are topped with transparent material lined so that makeup man pasting down copy can follow spacing exactly and produce neat copy for transmission.



The New York Times

R. D. Valentine, chief engineer, WQXR and WQXQ, putting copy on the scanner.

Group of newspaper men watching reception of a facsimile edition.

DuMont Head Says Firm Not for Sale

CATEGORICAL denial that Allen B. DuMont Laboratories or any part of firm's manufacturing or broadcasting setup is for sale was issued last week by the company's president, Dr. Allen B. DuMont.

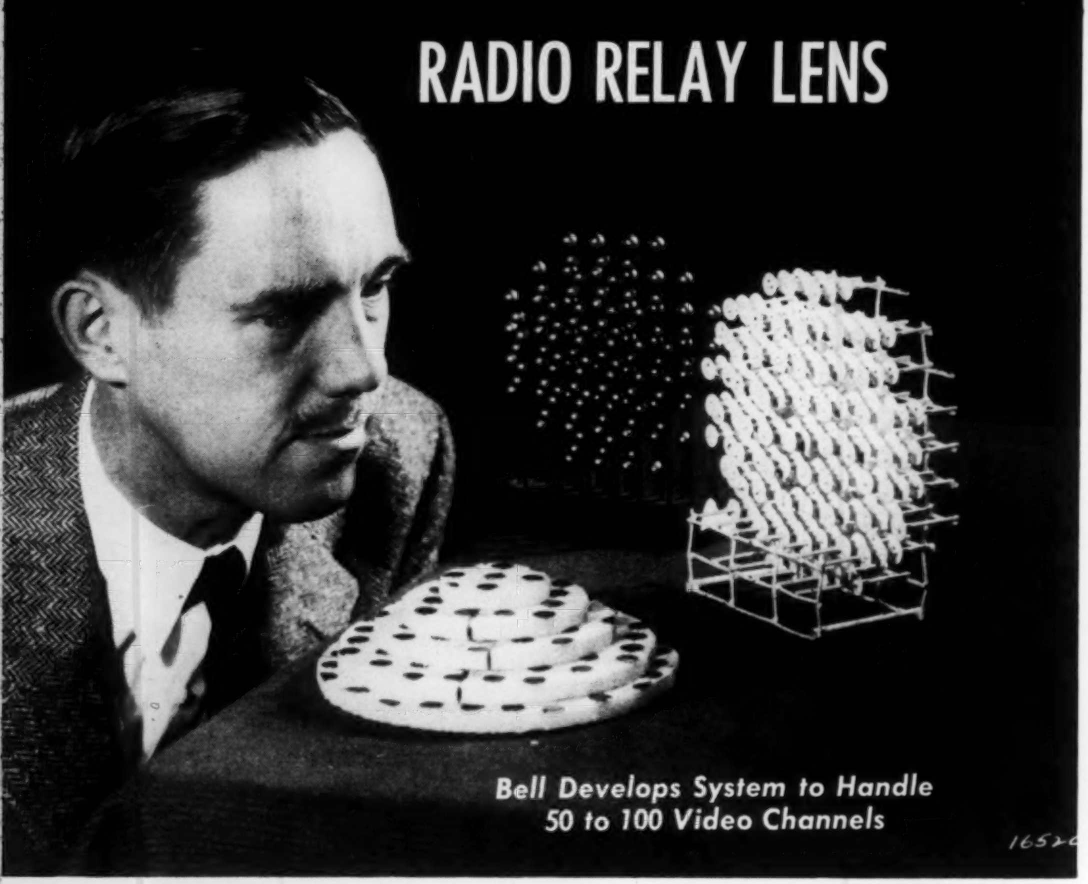
"DuMont pioneered in both the manufacture of television receivers and in television broadcasting," he stated. "We have been in television since the beginning and we emphatically intend to remain in television. The five divisions that comprise Allen B. DuMont Labs — cathode-ray tubes, cathode-ray oscillographs, television receivers, television transmitters and the DuMont Television Network—are not for sale nor will be offered for sale."

The rumors that DuMont was on the block may have originated "on the premise that Paramount may have received offers for their stock holdings in DuMont," Dr. DuMont said [BROADCASTING, Feb. 9]. He added that these do not represent a controlling interest. Explaining that Paramount holds less than 3% of the DuMont Class A stock, which comprises 72% of the total issue. Class A stockholders elect the president, vice president and five directors, controlling the board and the executive direction of the company's affairs. B stockholders elect the secretary, treasurer, assistant treasurer, and three directors.

"The B stockholders can prevent but cannot compel action wherever stockholder action is necessary," Dr. DuMont concluded. "Any sale of Paramount-owned B stock would not affect the measure of control now held by the A shareholders."

He confirmed the report of an agreement with the Crosley Corp. whereby Crosley will manufacture sets under DuMont patents, adding that the company has also extended licenses to other major video manufacturers.

RADIO RELAY LENS



Bell Develops System to Handle 50 to 100 Video Channels

THREE different small-scale models of the lens are observed by Dr. Winton E. Kock of Bell Telephone Labs., who developed the idea. Model in the rear uses metallic spheres mounted on insulators and that to the right uses metallic discs, also mounted on insulators. Lens in the foreground employs thin metallic discs mounted on polystyrene foam. The lens shape is particularly noticeable in this type of model.

A NEW TYPE of metal lens for focusing radio waves in radio relay systems—one theoretically capable of handling 50 to 100 television channels or tens of thousands of simultaneous telephone messages—is under development at Bell Telephone Laboratories.

Engineers plan to use the new lens in a proposed radio relay system intended to link New York and Chicago. An experimental operation with a shorter but basically similar system between New York and Boston was recently initiated.

The new broad-band lens is being developed by Dr. Winston E. Kock of the laboratories technical staff and his associates, who also developed the earlier type being tested over the shorter distance.

Such lenses focus very short radio waves in the way an optical lens focuses light, permitting engineers to direct radio waves from one relay station to the next in a slender ray not unlike a searchlight beam.

Based on Light Theory

Operation of the new lenses is based on theories of light transmission through atomic and molecular structures. One new type resembles illustrations of a crystalline molecule in physics textbooks.

One such lens consists of an array of metallic spheres. Radio waves, passing through the lens, set up electric currents in the spheres which produce the same effect on the radio waves that molecular lattices of glass or crystalline lens produce on light waves.

The new lenses are built by scaling up the molecular lattice structure of a non-conductor, such as glass, and then substituting electrically conductive elements for the molecules. These elements are not necessarily sphere but may, instead, be small strips of conducting material, such as aluminum or copper foil.

Capacity of Lens

Earlier metallic lenses were constructed with rows of conducting plates and operate on wave-guide principles, speeding up radio waves passing through the lens. The wave is slowed down by the new type lens as in an ordinary glass lens, permitting a much wider band of wave lengths. One lens, for example, could be effective at all microwave lengths between a half-inch and four inches. It could, theoretically, handle 50 to 100 television channels. Available techniques limit present lenses to only eight such programs in the relatively narrow wave length band between three and three and one-half inches.

Among the transmission advantages offered by the microwave regions, in which such lenses are used, are freedom from static and most man-made interference, according to Bell engineers. A major problem in developing such communications, however, has been that of transmitting and receiving the wave energy in the form of a narrow beam like a searchlight. The very short waves used in microwave communications, unlike commercial broadcasting waves, do not follow the earth's curvature but tend to veer off at the bottom into space. Consequently, they can only be transmitted and received as far as there is a clear, unobstructed, straight-line path, about 30 miles.

Communication over longer distances requires the use of relay stations so the ultimate distance is traversed by a series of intermediate transmissions. New York to Boston transmission is accomplished in eight jumps. To obtain short-range transmission with peak efficiency and minimum interference between successive relay stations, the wave energy must be focused into a narrow beam. This problem has been solved by the metal lens, which can focus radio waves into the sharpest beam of its kind ever produced, thus giving tremendous impetus to development of microwave communications, Bell officials say.

Size Deemed Impractical

It has been recognized that glass lenses could focus microwaves as they focus light waves, but such lenses would be so large and heavy as to be impractical for radio relay applications. Engineers claim glass lenses for this purpose might be 10 feet in diameter and weigh several tons.

The thought occurred to Dr. Kock that if the lattice structures, which are believed to constitute atoms and molecules, could focus light waves, a scaled-up version of such a structure would also focus electro-magnetic or radio waves of correspondingly scaled-up wave lengths.

Since even the very short radio waves are 100,000 times longer than light waves, a scaling-up of the molecular model by that ratio produces a lens capable of focusing microwaves.

The advantage gained is that the individual elements can now be made quite light in weight. This is because the radio waves induce currents on the surface of the metallic elements substituted for atoms in the scaled-up lens and thus weight can be reduced by making these elements very light and thin. For very light structures, metallic foil discs are employed and held in place by layers of lightweight polystrene foam. In theory, such a lens might be only one-thousandth the weight of a glass lens of equal size. Actually the new lenses are made heavier than this to insure greater strength, but are still far lighter than an equivalent glass lens, laboratory officials report.

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For television personnel changes, programs, etc., see various notes departments in this issue.

'DODGERS' VIDEO

Lorillard, Ford Will Sponsor Games

P. LORILLARD & Co., New York, maker of Old Gold cigarettes, and Ford Motor Co., Dearborn, will co-sponsor telecasts of the 77 home games of the Brooklyn Dodgers during the coming season on WCBS-TV New York. Two-thirds of the games will be sponsored by Lorillard, one-third by Ford, both companies sharing in the opening and closing announcements of the first game on April 23, between-inning commercials on that day to be awarded by the toss of a coin.

Signing of Lorillard-Ford sponsorship for the Dodgers WCBS-TV telecasts certifies that all three New York baseball teams will have their 1948 home games televised and that all telecasts will be sponsored. Liggett & Myers Tobacco Co., New York, will sponsor the New York Giants telecasts on WNBT for Chesterfield cigarettes [BROADCASTING, Jan. 26]; P. Ballentine & Sons, Newark, will sponsor the New York Yankees telecasts on WABD [BROADCASTING, Dec. 15]. This alone is ample testimony to the growth of television as an advertising medium since last summer, when the same stations telecast the home games of the same teams but only WCBS-TV sold theirs (to Ford and General Foods Corp. for Wheaties, on a 50-50 basis), WNBT and WABD carrying their baseball broadcasts as sustainers.

Commenting on Old Golds' entry into television via the baseball route, Alden James, Lorillard advertising director, said: "We've been broadcasting baseball play-by-play on radio quite successfully for some time. We plan to continue it. At the same time, we'd like to accomodate the steadily-climbing audience reached bv television, hence the expansion."

Although Red Barber, who with Connie Desmond describes the Dodgers' dailv games on WHN New York for Old Golds, is sports director of CBS, he will not take part in the telecasts, whose oral commentary will be provided by Bob Edge, performing this chore for the third successive summer on WCBS-TV. The attitude of this sponsor, that separate announcers should be used for the sound and television broadcasts, differs from that of Ballentine, which proposes to have Mel Allen and Russ Hodges do the talking for both the telecasts on WABD and the sound broadcasts on WINS New York, and of Chesterfield, whose commentary on the Giants will be handled by Frankie Frisch on both WNBT (TV) and WMCA (AM) New York.

Nor will Old Golds duplicate Chesterfield in buying all the space on the fence inside the ball park to insure that no other advertised product gets a free plug with the television audience via its video broadcasts. The Chesterfield advertising executives felt it worth while to spend $25,000 for the boards at the Polo Grounds to protect their $250,000 investment in telecasting the games from there, but the makers of Old Golds did not think the like space at Ebbets Field worth the $40,000 asked, on top of their video expenditures, which are estimated to total $150,000 and $175,000.

With R. J. Reynolds Tobacco Co., Winston-Salem, set to sponsor a daily video newsreel on NBC's Television Network for Camels [BROADCASTING, Feb. 2] and Old Golds and Chesterfields wooing smokers via baseball telecasts, the tobacco merchants bid to become as important in television as they have long been in sound broadcasting. American Tobacco Co. New York, which last fall sponsored collegiate football telecasts on the NBC Eastern network and on WBKB Chicago for Lucky Strikes, also has video plans in the making which have not yet been divulged.

Negotiations for the Dodgers' broadcasts were handled by Alden James for P. Lorillard & Co., and John R. Davis, vice president in charge of sales and advertising, for the Ford Motor Co. with Leonard Hole and George Moskovics, associate director and commercial manager, respectively, of CBS Television. Agency personnel represented in the deal included Tom Doughten, Lennen & Mitchell, for P. Lorillard & Co., and Paul Defur, J. Walter Thompson Co., for the Ford Motor Co.

TV RATES

AT&T Plans to File By April

RATES for television use of AT&T's coaxial cable between New York and Washington were in preparation by telephone company officials last weekend, after FCC on Thursday authorized commercial operation of the link, effective May 1.

AT&T spokesmen said the rates probably would be filed about April 1, but did not indicate whether there would be any substantial departure from the tariffs proposed, but subsequently withdrawn, in June 1947 [BROADCASTING, June 9].

In view of the protests aroused by the original proposal—based on $40 per circuit mile per month for eight consecutive hours a day—it was felt that the company would discuss the question with television operators and FCC authorities before reaching a final decision. It was thought the new rates might be somewhat lower.

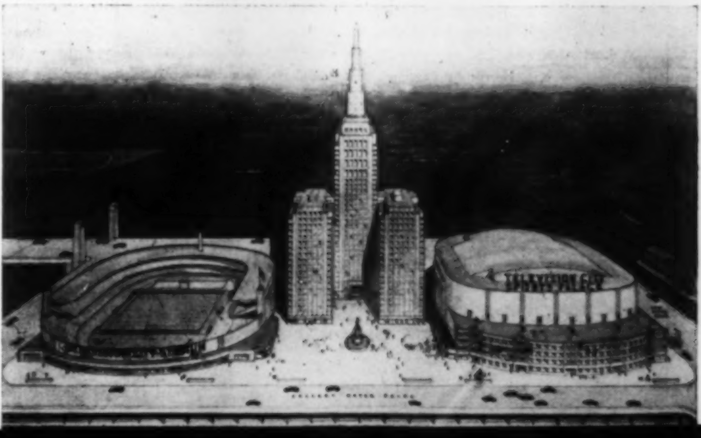
The company meanwhile was asked by the Commission to confer with officials of the FM Assn. "in an effort to resolve the objections" filed by FMA against the proposed tariffs applicable to the furnishing of 15,000-cycle channels for FM program transmissions [BROADCASTING, Feb. 9]. FMA proposed several changes in the tariff schedule—slated to become effective Feb. 18—but opposed suspension of it "since it is vital that 15,000-cycle service be made available immediately to determine whether or not such circuits are practical and not in the experimental stage at this time."

Date for the AT&T-FMA conference was left to the participants and had not been set Friday.

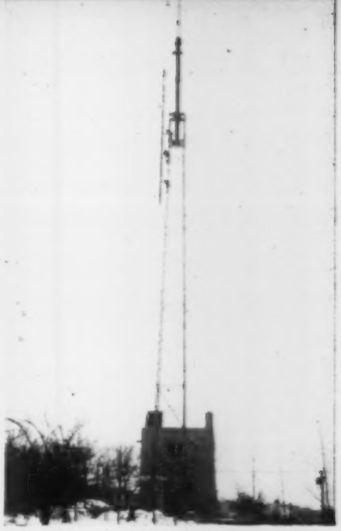
FCC's action with respect to use of the coaxial cable by television was taken on the Commission's initiative, but followed by only a few weeks an FMA-AT&T meeting based on a petition in which the FM group charged the telephone company with discriminating against FM and in favor of television [BROADCASTING, Jan. 19].

In its order, FCC found that "the quality of transmission over [the New York-to-Washington cable] is satisfactory for commercial purposes and . . . commercial operation thereof is desirable in order to avoid discrimination and preference in favor of television broad-

(*Continued on page 78*)



TELEVISION CITY proposed for Chicago would overlook Illinois System tracks on lake front east of loop (Chicago's downtown business area) and north of Randolph St. Occupying 30-acre space would be a central television building said to provide ample studio space for all Chicago video broadcasters, a 70,000-seat stadium, a sports palace and convention hall.



RIGGERS place 6-bat-wing RCA antennae atop tower high in Watchung Mountains in New Jersey as preparations for opening of WATV, state's first video station, at Newark on Channel 13 (210-216 mc). Permittee is Bremer Broadcasting Corp.

RATES FOR TELEVISION SET BY WATV NEWARK

WATV NEWARK has set base rates of $450 an hour for video time between 7 and 11 p.m. and of $360 an hour between 3 and 7 p.m., according to the station's first rate card, effective March 1. The video affiliate of WAAT Newark, WATV, is nearing completion and expects to begin broadcasting test patterns this week. It will be the first television station in New Jersey.

Class A time—7-11 p.m. Rates are: One hour program once a week, $450; three a week, $1,282.50; six a week, $2,430. Half-hour program once a week, $300; three a week, $855; six a week, $1,620. Quarter-hour program once a week, $200; three a week, $570; six a week, $1,080. Ten-minute program once a week, $160; three a week, $456; six a week, $864.

Class B times—3-7 p.m. Rates are: One hour once a week, $360; three a week, $$1,026; six a week, $1,944. Half-hour program once a week, $250; three a week, $712; six a week, $1,350. Quarter-hour program once a week, $170; three a week, $484.50; six a week, $918. Ten-minute program once a week, $136; three a week, $387.60; six a week, $734.40.

Discounts of 5% for 26 consecutive weeks and 10% for 52 consecutive weeks will be allowed on the above rates.

One-minute announcements are priced at $80 in Class A time, $70 in Class B time. Twenty-second announcements are $60 in Class A time, $50 in Class B time. Discounts of 5% for 100-250 times, 10% for 251-500 times and 15% for 501 or more times will be allowed on announcements.

Rates, commissionable to recognized agencies, are guaranteed for six months from the station's official opening. In addition to the time charges, WATV has live studio fees of $50 for the first hour, $25 for each additional hour or fraction, film studio fees of $25 per hour or fraction.

NBC Reorganizes Washington Staff

Duties of McAndrew, Cooper, Glascock Expanded

REORGANIZATION of the Washington operating structure of NBC, with appointment of William R. McAndrew, assistant to the vice president, as general supervisor over operations, was announced last Friday by F. M. Russell, NBC vice president in charge of the Washington division.

Mr. McAndrew

Simultaneously, Mr. Russell announced elevation of Mahlon A. Glascock, sales manager, to director of sales of NBC's Washington stations—WRC, WRC-FM, and WNBW(TV). George Y. Wheeler was raised to director of programs for the stations and Donald Cooper was named chief engineer of station operations.

The reorganization was entailed by transfer of Carleton D. Smith, general manager of the Washington stations, to New York as manager of NBC's television operations [BROADCASTING, Feb. 9]. Mr. McAndrew, as assistant to the vice president, has specialized in news and special events. His new status will be with emphasis on network operations.

Mr. Glascock, a native of Washington, D. C., and Yale University graduate, was associated with three advertising agencies, R. D. Wyley, Robert N. Taylor and Lewis Edwin Ryan, before joining WRC as sales promotion manager in 1942. He was subsequently promoted to sales manager of the station.

Determined to enter the radio field after graduation from Princeton University, Mr. Wheeler accepted a job as page boy with NBC and moved through the ranks of sound effects and announcing divisions. As an NBC announcer during the war he is credited with going ashore in France on D-Day with Ernie Pyle, General Omar Bradley and two photographers. He returned after the war as assistant program director of WRC and was later named director of programming. His wife, Jane, is active in television and conducts her own show on WNBW Washington.

Mr. Cooper, also a native of Washington and a graduate of the Loomis Radio School in that city, on Jan. 26 rounded out his 20th year with WRC, which he joined as an operations supervisor. Prior to his service with WRC he was with the RCA Marine division at Norfolk, Va. He was acting chief engineer of WRC during the war.

HOOPER STORM

WNOE Stunt Prompts Recall

A PROMOTIONAL campaign by WNOE, which C. E. Hooper Inc. claimed distorted Hooperatings in New Orleans, last week prompted the rating firm to cancel its fall-winter New Orleans city report and to withdraw permission for advertising, promotional, selling and publicity use of station listening indexes for that city.

The audience measurement firm notified subscribers that the action had been taken "in the light of continuation of the WNOE promotional campaign involving a cash award to anyone who responds to a telephone call by saying 'WNOE' instead of 'Hello'."

The Hooper firm's move prompted James E. Gordon, vice president and general manager of WNOE, to issue a statement explaining the station's position in the matter and declaring that station's promotional programs do not interfere with the Hooper surveys in New Orleans.

Hooper Inc. asserted that percentage of respondents in New Orleans claiming to be listening to WNOE but unable to identify what program had jumped from 25.7% before the station began its campaign to 52% after it was in full swing.

The 25.7% figure was registered in June and July last year and represented those persons who, telephoned by Hooper interviewers, said they were listening to WNOE but neither could name the program they were "hearing" nor would volunteer a general identification such as news, music, etc., the Hooper firm asserted. The 52% figure was registered in October and November.

The notice to subscribers said: "This is notification of our cancellation of the October 1947 through February 1948 (fall-winter) New Orleans city Hooperating report and the withdrawal of all privileges of advertising, presentation, publicity and other uses of Hooper station listening indexes which have been published monthly beginning with the September-October 1947 New Orleans index."

It then explained that the WNOE "continuation" of its promotion had motivated the Hooper decision and quoted the figures on WNOE program identification.

The company said that "appropriate adjustment" would be made to the various accounts of New Orleans subscribers for the affected period.

The decision by C. E. Hooper Inc. to take the strong action in New Orleans recalled earlier statements by C. E. Hooper, president of the firm, inveighing against give-away promotions aimed at "buying listners."

The statement by Mr. Gordon of WNOE said, in part:

"Since Mr. Hooper has withdrawn from New Orleans it is only fair that we should give our side of the story. Hooper came to New Orleans at the request of WNOE many years ago. On his first visit he was unsuccessful in selling other New Orleans stations this service and the cost was too much to be borne by WNOE. On a second visit, however, two other stations came in on the deal and Hooper began rating New Orleans. Hooper is now folding his tent because he claims that WNOE's promotional programs are interfering with his surveys. This is not so in our opinion . . .

Says Claim 'Absurd'

"It is absurd for Hooper to assume that our high ratings are due to one promotion—the *Don't Say Hello* program. WNOE is a leader in public service broadcasts. It gave away in 1947 714 hours of program time plus 4,985 announcements free to matters of public interest.

"Hooper places us fourth in the evening which ratings have steadily dropped since last August. If these evening ratings are correct, then our morning rating of 34.9 is certainly correct. We are fourth in the evening, although promotional activities that Hooper objects to are in progress. We are second in the afternoon with 23.7 and are in second place on Sunday afternoon with 18.9 when no promotional programs are in progress.

"Figures quoted are from the November-December 1947 New Orleans Hooper survey . . ."

CODE SESSION

Dist. 9 Independents Critical

A CLOSED-SESSION discussion of the proposed new Standards of Practice, spiced with agency and station representative criticisms of the code, marked the opening day of the program of the NAB District 9 meeting Feb. 12-13 at the Palmer House in Chicago.

While the entire session was placed "off-the-record" by Charles C. Caley, of WMBD Peoria, District 9 director, in line with policy formulated for other similar meetings, feeling among the independents present against the proposed code—chiefly that portion restricting commercial time—was said to be "running high." Agency and station representatives were invited to air their views in a special afternoon hour-long session.

Code discussion, a member later told BROADCASTING, was said to have centered around these issues:

- ● Stress on the length rather than quality of a commercial. "If a long commercial is bad and a short commercial is good, then no commercial is the best commercial. Therefore, why shouldn't we emulate the BBC?"
- ● Basing of NAB commercial standards on supposed wrongs listed in the Blue Book as being possibly tantamount to an admission that the Blue Book was right and also possibly an infringement upon the liberties and responsibilities of individual broadcasters.
- ● Equal application to all stations, without respect to size and localized problems.
- ● Possibility that polls and pressure groups calling attention to commercials are not as representative as actual buyer resistance which can be levied at will against any one advertiser's product.
- ● Move for standards may have been pushed by newspapers and magazines, all competing with radio for the advertiser's dollar, and later the networks.

Attending the sessions was Harold Fair, NAB Program Dept. director, who presented the proposed new standards as revised. Approximately 50 members from District 9 were present, with agency and station representative participation swelling the number to 100.

Two-day session ended Friday with a report on the AFM music situation by Richard Doherty, director of NAB Employee-Employer Relations Dept., a BMB presentation by Hugh Feltis, and a broadcast sales talk by Frank Pellegrin, who will leave his post as director of broadcast advertising at NAB on March 1 [BROADCASTING, Feb. 9].

WEATHER AGAIN STOPS WCAU-TV's LAUNCHING

FOR THE THIRD TIME bad weather has postponed the start of telecasting over WCAU-TV Philadelphia, *The Philadelphia Bulletin* video station, which was scheduled to begin operations today (Feb. 16). The new target date is Feb. 23—next Monday.

Decision to postpone the opening was made Wednesday morning when snow flurries caused iron workers atop the Philadelphia Saving Fund Bldg., where the WCAU-TV antenna is being erected, to come down. Snow and bitter cold had caused a previous postponement of station's opening date.

Missed the turn!

That bridge carries the tracks of the Toledo, Peoria and Western R.R. over the Illinois River at Peoria.

That's no place for an auto!

It seems the driver missed a turn in the road, drove out over the bridge . . . and was finally towed out by a locomotive. The driver was lucky.

There's a lesson in this story for time buyers; that is, it's so easy to miss the turn when it comes to selecting stations. Many times there's no chance of rescue!

To get on and stay on a straight road down here in Baltimore radio . . . pick the station that delivers more listeners-per-dollar-spent than any other station in town. That would be W-I-T-H, of course. W-I-T-H is the successful independent that puts curves on a sales chart . . . all up!

W·I·T·H
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, *President* • *Represented by* Headley-Reed

EQUIPMENT ON ORDER FOR WHIO-TV DAYTON

RCA EQUIPMENT now on order for WHIO-TV Dayton is expected to be installed shortly, according to James M. Cox Jr., president of the Miami Valley Broadcasting Corp. Station will have 568-ft. tower on WHIO's Wilmington Pike site. Both television and FM antennas will be mounted on the new tower.

J. Leonard Reinsch, managing director of Cox-owned stations, has announced that WHIO-TV will use an RCA mobile unit equipped with two cameras to train personnel beginning next summer.

Robert H. Moody is general manager of WHIO-TV. Ernest L. Adams, chief engineer of WHIO and WHIO-TV, will supervise the new installations and subsequent maintenance. Leser G. Spencer, program director of WHIO, will be in charge of programming on WHIO-TV.

SIGNUM FIDEI MEDAL, presented annually by LaSalle College, Philadelphia, to person who has made an outstanding contribution to Christian principles, is awarded to Dr. Max Jordan (r), NBC's Middle European correspondent, by Andrew Kemper Ryan, editor of the *Philadelphia Catholic Standard and Times*, at recent luncheon. Dr. Jordan was recognized for his efforts against Nazi totalitarianism.

STATIONS BY STATE

FCC Compiles New List

CALIFORNIA leads all states in number of broadcasting stations, with an AM, FM, and TV total of 228, Texas is second with 223, and Vermont is last with 7, according to a compilation issued by FCC last Wednesday.

The list showed 3,119 stations authorized or operating—1,969 AM, 1,063 FM, and 87 television. The figures include stations in Alaska, Hawaii and Puerto Rico.

Behind California and Texas in the overall list come, in order, Pennsylvania, New York, North Carolina, and Ohio, with more than 100 each.

Texas tops the AM list with 153 stations or grants, followed by California, Pennsylvania, New York and North Carolina. California is ahead in FM authorizations with 87, with Pennsylvania, New York, Ohio, and Texas following in order. California also heads the television division with 12.

The list follows:

States	AM	FM	TV	Total
Ala.	55	20	1	76
Ariz.	24	2	0	26
Ark.	28	7	0	35
Calif.	129	87	12	228
Colo.	33	3	0	36
Conn.	24	19	1	44
Del.	5	4	1	10
D. C.	7	10	4	21
Fla.	66	29	1	96
Ga.	68	32	3	103
Ida.	21	6	0	27
Ill.	63	55	4	122
Ind.	39	33	3	75
Iowa	41	25	1	67
Kans.	32	11	0	43
Ky.	36	15	1	52
La.	38	17	3	58
Me.	14	5	0	19
Md.	23	15	3	41
Mass.	42	39	3	84
Mich.	56	38	3	97
Minn.	34	11	2	47
Miss.	33	6	0	39
Mo.	38	23	2	63
Mont.	25	0	0	25
Neb.	18	6	1	25
Nev.	12	3	0	15
N. H.	10	7	0	17
N. J.	18	22	1	41
N. M.	20	1	1	22
N. Y.	89	79	10	178
N. C.	86	45	1	132
N. D.	15	2	0	17
Ohio	53	66	9	128
Okla.	40	21	0	61
Ore.	35	15	0	50
Pa.	98	80	6	184
R. I.	8	8	1	17
S. C.	31	14	0	45
S. D.	15	1	0	16
Tenn.	52	26	1	79
Tex.	153	66	4	223
Utah	17	3	1	21
Vt.	7	0	0	7
Va.	44	28	1	73
Wash.	43	8	1	52
W. Va.	33	15	0	48
Wis.	46	31	1	78
Wyo.	12	1	0	13
Possessions				
Alaska	8	0	0	8
Hawaii	9	0	0	9
P. R.	23	3	0	26
Total	1969	1063	87	3119

WSIX holds volume

Competition is keen in the drug field with many products trying to get a share of each drug dollar. And one leading product — almost a household word — has used quarter-hour shows on WSIX for more than five years. They count on WSIX to hold this dominant position in Nashville's 51-county retail trade area. If your problem is building volume, holding volume or developing a new market, WSIX can help do the job! Just call your nearest Katz representative for complete facts and figures.

5000 WATTS • 980 KC
AMERICAN

Coming Soon!
WSIX — FM

Represented Nationally By
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

FCC MONTHLY REPORT

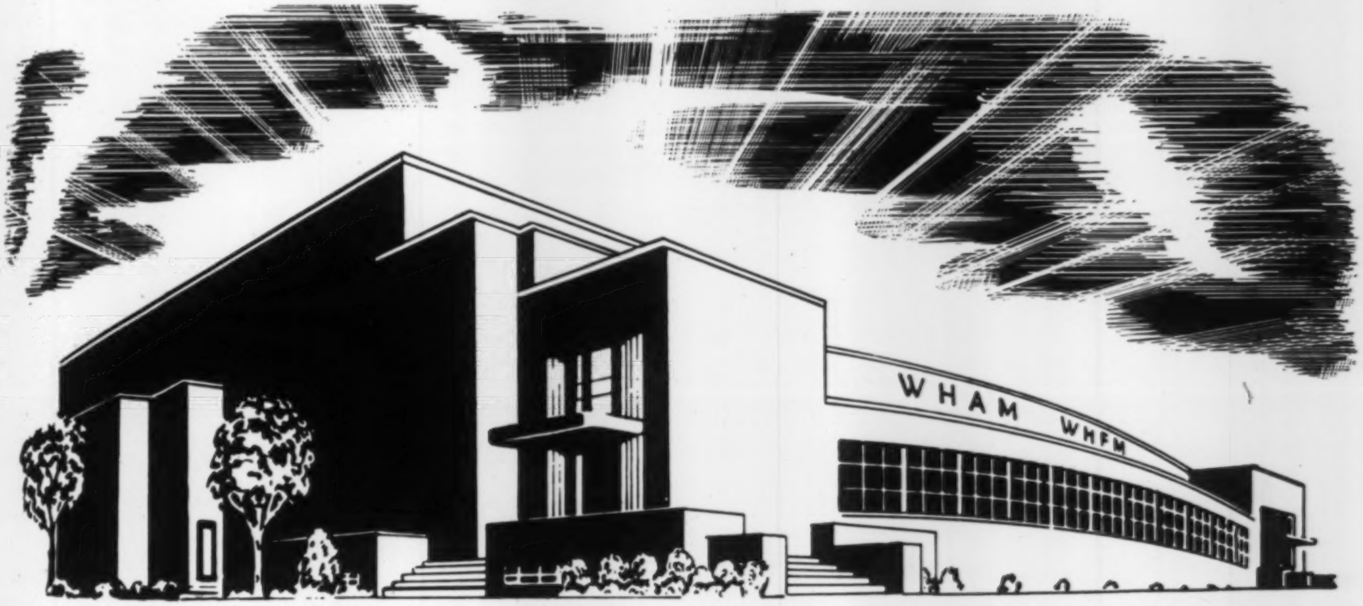
Jan. 31 Figures Show 1,662 AM Stations on Air

MONTHLY report of FCC for January 1948 shows that as of Jan. 31 there were 1,662 standard stations on the air of which 1,548 were licensed and the rest operating under construction permits. CPs for 306 additional AM stations were outstanding. During the month one AM license and 10 CPs were deleted. At month's end there were 1,387 AM applications pending. Included among these were 589 requests for new stations and 281 for changes of existing facilities.

The FM tabulation shows 395 outlets on the air—95 under license, 29 under conditional grant and rest under CP. Additional 619 FMs were authorized, including 193 CGs and rest CPs. During January nine FM CPs and one CG were deleted. Pending were 526 applications, including 335 for new stations (FCC includes CGs as applications) and 10 for changes of existing facilities.

On Jan. 31 there were 19 commercial television stations operating of which seven were licensed. There were 67 more CPs authorized. One CP was deleted in January. Of total 121 applications pending, 103 sought new stations.

Again... WHAM
SETS THE PACE
in WESTERN NEW YORK



With Rochester Radio City

Rochester and Western New York's outstanding station has done it again . . . another one of those pace-setting strides that keeps WHAM out in front.

This week . . . marks the opening of the new million dollar home of WHAM — WHFM . . . ROCHESTER RADIO CITY.

For more than 25 years the favorite visitor in the homes of this widespread area . . . WHAM now becomes *the* place to visit. Here, in these ultra-modern studios, among the finest in the country, the 3,000,000 listeners in WHAM's 43-county primary area see again the WHAM leadership they have learned to expect.

NOW, MORE THAN EVER BEFORE,
WHEN THEY THINK OF RADIO...
THEY THINK OF WHAM

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
National Representative
GEORGE P. HOLLINGBERY CO
"The Stromberg-Carlson Station"

A. Carman Smith, Head Of Coast Agency, Dies

A. CARMAN SMITH, 62, head of A. Carman Smith Inc., Los Angeles, died of a stroke at his home Feb. 6. Mr. Smith was born in Wyoming, Ont., Can., in 1884, and attended College Institute, Petrolia, Ont. For the past 42 years he had been associated with advertising agencies, forming his own agency last year following the dissolution of Smith & Drum, in which he was co-partner.

Mr. Smith was one of the founders and charter members of the Los Angeles Advertising Club, of which he was twice president; a former director of the Los Angeles Chamber of Commerce, and a member of the Rotary Club, Wilshire Country Club, Pentaltha Lodge and Al Malaikah Shrine. He is survived by his wife Elizabeth Ann.

Burial services were held Feb. 9 at Los Angeles.

ASCAP

Washington State Assn. Wants Status Quo Retained

AUTHORIZATION of a special committee to maintain the present status quo of the State of Washington's law governing ASCAP copyright controls, was voted Jan. 27 at a special meeting of the Washington State Assn. of Broadcasters, meeting in Seattle. The committee, which has been empowered to employ counsel if necessary, includes O. W. Fisher, president, KOMO Seattle, as chairman; Rogan Jones, president, KVOS Bellingham; Bruce Bartley, owner of KBRO Bremerton, and Harry Spence, president, KXRO Aberdeen.

The 38 broadcasters from all parts of the state who attended the meeting expressed concern over the implications of the recent State Supreme Court decision declaring that ASCAP had not complied with the law. If the stations pay ASCAP under present agreements, they fear that they may be violating the law in turn; while if they do not pay, there is a possibility that ASCAP will cancel the agreements and sue for infringement of contract.

An informal poll at the meeting last week indicated that while a few broadcasters are continuing the ASCAP payments, most are holding the funds in escrow until the issue is decided. The consensus of the group was that it's now ASCAP's move.

The broadcasters also took action to insure better radio coverage of the locally popular High School Basketball Tournament. It was decided to transmit to the Associated Students of the U. of Washington, the U. of W. Board of Regents, and the Washington State High School Athletic Assn., a request for space and "reasonable facilities" for the free broadcast of tournament games by such stations as request the right at least 15 days before the competition starts.

A committee consisting of Sol Haas, vice president, KIRO Seattle, as chairman, Henry Owen, manager of KING Seattle, and Rogan Jones of KVOS, was also appointed "to make a study of all kinds of insurance policies necessary for radio station operation."

Final action was creation of a committee to work with the Washington Public Opinion Laboratory, recently set up under the joint auspices of the U. of Washington and the State College of Washington. The Laboratory will conduct public opinion polls throughout the state on topics of current general interest. Named to the group were J. A. (Arch) Morton, manager, KJR Seattle, as chairman; Rodney G. McArdle, general manager, KXA Seattle, and Arthur W. Lindsey, general manager, KWWB Walla Walla.

H. J. Quilliam, president, KTBI Tacoma, is president of the Washington State Assn. of Broadcasters, and Robert E. Priebe, general manager, KRSC Seattle, is secretary.

Monopoly

KBOL Boulder, Col. now has a 52-week contract for six 30-minute programs weekly for Brooks-Fauber Inc., local department store. Contract was signed by J. Herbert Hollister, store president. It was submitted for approval by Herb Hollister, station representative. And it was accepted at KBOL by Herb Hollister, KBOL president. A station president who also owns majority interest in a department store is a surefire answer for retail contracts, KBOL finds.

CHICAGO DRIVERS LISTEN MOST TO
WAIT
In the center of the dial in CHICAGO

WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

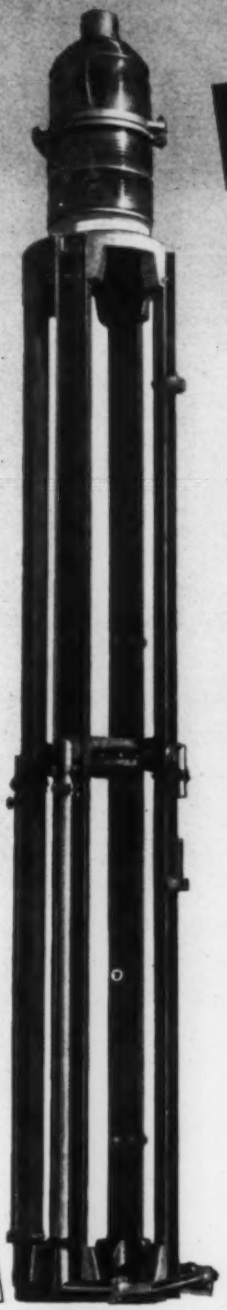
5000 WATTS
WAIT
360 No. Mich. Ave.
Chicago 1, ILL.

REPRESENTED BY: TAYLOR • HOWE • SNOWDEN, RADIO SALES, Inc.

MCA Puts Foot Into TV Picture on West Coast

MUSIC CORPORATION of America put an obvious foot into the Los Angeles television picture as agent for the Bobby Riggs-Jack Kramer tennis matches Feb. 16-17 sponsored by Standard Oil of California and Ford Motors for a price of more than $1,200. KTLA Hollywood will carry the telecasts.

Cost of purchase caused split of price tab between two sponsors, with Ford having first night's matches and Standard Oil the second. J. Walter Thompson Co., Los Angeles, represented the former and BBDO the latter.



The new RAYTHEON FM ANTENNA

Tops everything for

- **HIGHEST GAIN.** 2.15 for 10′ 6″, single section* compared with nearest competitive gain of 1.5 for 13′ 6″ section.
- **LOWEST COST.** Less than anything approaching its performance and features.
- **EASY TO INSTALL.** Shipped pre-tuned to your frequency — no field adjustments — only one, simple, co-ax feed connection.
- **PERFECT RADIATION.** New "waveguide" radiation principle for perfect circular radiation — horizontal polarization.
- **NO ICING PROBLEM.** Feed elements completely enclosed by weather-proof radome — no de-icing equipment needed.
- **FULL POWER.** A single section will handle 10KW — available in single, double and four-section assemblies.
- **NO OBSOLESCENCE.** Add new sections for increased gain.
- **LOW WIND LOADING.** Simple, open, self-supporting structure — no protruding elements — offers lowest wind resistance.
- **PLUS MANY OTHER IMPORTANT FEATURES** The new Raytheon Type RFW Antenna is *your idea* . . . built to answer countless requests for a better, less expensive, trouble-free FM antenna. It's available *now!* Get the whole story from your Raytheon representative today.

*RFW — A (88 — 97 MC.) — single section 11′ 6″.
RFW — B (97 — 108 MC.) — single section 10′ 6″.

RAYTHEON

Excellence in Electronics

LOOK TO RAYTHEON FOR ALL YOUR NEEDS

Transmitters, Speech Input Equipment, Antenna, Antenna Network, Tower, Frequency and Modulation Monitors, Voltage Stabilizers, Transcription Players and Pickups, Recorders, Microphones, Speakers, Relays, Coaxial Cable, Replacement Tubes.

AM · FM · TV

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

BOSTON, MASSACHUSETTS
Chris F. Brauneck
1124 Boylston Street
KE. 6-1364

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2487

CHICAGO 6, ILLINOIS
Warren Cozzens, Ben Farmer
COZZENS & FARMER,
222 West Adams Street
Ran. 7457

DALLAS 8, TEXAS
Howard D. Crissey
414 East 10th Street
Yale 2-1904

LOS ANGELES 15, California
Emile J. Rome
1255 South Flower Street
Rich. 7-2358

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
Mu. 2-7440

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5897

SEATTLE, WASHINGTON
Adrian VanSanten
135 Harvard North
Minor 3537

LABOR PROBLEMS of stations and networks were discussed at first 1948 meeting of NAB Employe-Employer Relations Committee, held Feb. 9 at Mayflower Hotel, Washington. Taking part were (seated, l to r): O. L. (Ted) Taylor, KGNC Amarillo, Tex.; Michael R. Hanna, WHCU Ithaca, N. Y.; John Elmer, WCBM Baltimore, chairman; Richard P. Doherty, NAB; Leslie C. Johnson, WHBF Rock Island, Ill. Standing, l to r: David J. Farber, NAB; Charles C. Crutchfield, WBT Charlotte; Ernest de la Ossa, NBC; C. L. Thomas, KXOK St. Louis; Howard Hausman, CBS; W. A. Wilson, WOPI Bristol, Tenn.; Joseph McDonald, ABC; William Pabst, KFRC San Francisco; Thad Holt, WAPI Birmingham. Cooperative approach of all industry elements in the Industry Music Committee was approved by the committee, which adopted a resolution in which continued joint action was advocated.

*New highs in audience ratings**
New highs in advertising results

WGR
BUFFALO

* One year under new ownership has added
67.7 per cent more daytime listeners and
greatly "upped" many nighttime standings
for Buffalo's *first* station.

**Leo J. ("Fitz") Fitzpatrick*
I. R. ("Ike") Lounsberry

Basic Columbia
WGR 550
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives, Free & Peters, Inc.

Committee Praises Joint Music Action

NAB Group Urges Continuation Of Cooperative Campaign

UNITED approach to the overall industry music problem by broadcast groups, recorders and others must be maintained in working out a long-term solution, the NAB Employe-Employer Relations Committee declared last Monday after a one-day meeting at the Mayflower Hotel, Washington.

Under Chairman John Elmer, WCBM Baltimore, the committee went into all angles of the music situation and reviewed progress of negotiations. The "amity displayed and progress made" by both industry and union negotiations is a "significant forward step," in the committee's opinion. It attributed this progress largely to the coordinated efforts of all industry elements in the Industry Music Committee.

Many of the music labor problems have not been solved, but merely deferred, the committee noted in calling for continued unity by the industry. Only by this means, it was stated, can sound, long-term solutions of all phases of the music problem be worked out.

Other industry employment problems were taken up by the committee, including NAB proposals to the National Labor Relations Board for revision of its rules covering exemption of professional employes from overtime regulations.

Taking part in the committee's meeting were Richard P. Doherty, NAB Director of Employe-Employer Relations, and David J. Farber, his assistant. Committee members included liaison representatives from the networks. (See photo this page for list of those who attended meeting.)

WBRC to Consolidate Housing for FM and TV

VIDEO plans of WBRC Birmingham, Ala., have been announced, following receipt of a TV construction permit a fortnight ago [BROADCASTING, Feb. 9]. Station will operate on Channel 4, 66-72 mc. Licensee of the station, which will have 14.5 kw visual power and 7.7 kw sound transmission, is Birmingham Broadcasting Co. Inc.

The telecasting transmitter has been purchased and will be housed in the same building with the new WBRC-FM station now under construction atop Red Mountain, three miles from the heart of Birmingham, according to Eloise Smith Hanna, president and general manager of WBRC. Operation of WBRC-FM, with a power of 50 kw and effective radiated power of 546 kw, will probably commence early this summer.

"The Sweetest Music this side of Heaven"

The GUY LOMBARDO SHOW

NARRATED BY DAVID ROSS

AMERICA'S #1 BAND ON AMERICA'S #1 SHOW

CHOCK-FULL OF MUSICAL SHOWMANSHIP!

More than a band, here's a star-studded half-hour of musical showmanship at its sensational best. Now offered for local and regional sponsorship.

TRANSCRIBED BY ZIV MEANS THE GREATEST IN RADIO SHOWS

THE ROYAL CANADIANS
with Guy, Carmen, Lebert Lombardo.

DAVID ROSS, NARRATOR
Poet-Laureate of the air.

THE TWIN PIANOS
with Fred Kreitzer, Paul Rickenback.

LOMBARDO VOCAL TRIO
Three voices blended in harmony.

THE LOMBARDO MEDLEY
A sure-fire audience builder.

LOMBARDO VOCALISTS
Don Rodney and Kenny Gardner.

THE FAMOUS LOMBARDO PICTURE STORY
A tapestry in story and song.

FREDERIC W. **ZIV** COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK CHICAGO • HOLLYWOOD

Sterling to Lead Radio Conference Dinner Meet

GEORGE E. STERLING, FCC commissioner, will be chairman of a dinner session to be held on the opening day of the Annual Radio Conference, U. of Oklahoma, Feb. 26-March 2, at Norman, Okla. Discussion topic for the dinner is "A Look at the International Picture."

One of the leading participants will be David Penn, who has served as diplomatic correspondent for the State Dept.'s "Voice of America" at major international conferences during the past two years. He was press relations assistant to Former Secretary of State Byrnes during the Peace Conference in the summer of 1946, and accompanied Secretary Marshall to Moscow early last year for talks on the German and Austrian treaties.

TAKING TIME OFF at conference of officials of the three G. A. Richards stations—WJR Detroit, WGAR Cleveland and KMPC Hollywood—at Beverly Hills Hotel, Beverly Hills, Calif. [BROADCASTING, Feb. 2], is this group, caught in a jocular mood, they include (l to r): R. Morris Pierce, vice president in charge of engineering for WJR, WGAR and KMPC: Robert O. Reynolds, vice president and general manager of KMPC; Harry Wismer, assistant to Mr. Richards; Mr. Richards, president of the three stations; John Patt, vice president and general manager of WGAR; P. M. Thomas, secretary-treasurer of WJR and WGAR; and George Cushing, WJR news director.

Yes, WBIG-FM soon!

We're BIG

in times of emergency—
just this month we cooperated with school authorities during the "great snow" by telling parents and students the schools would be closed in 2 cities and 5 counties.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

IRE to Hold Symposium On Television Receivers

ALL-DAY symposium on television receivers will be held Feb. 28 under the auspices of the New York Section of the Institute of Radio Engineers. Meeting, to start at 10 a.m., will be held in the Engineering Societies Bldg., New York, and will be open to non-members of IRE.

Arthur Loughren, Hazeltine Electronics Corp., will direct the morning session, comprising the following speakers and subjects:

Andrew Alford, consultant, "Television Receiving Antennas"; Dr. Heinz Kallmann, consultant, "Television Systems for Apartment Houses"; E. L. Clark, RCA Victor Division, "Automatic Frequency Control of Television Sweep Circuits"; Don G. Fink, McGraw Hill Co., "Standards for Testing Television Receivers."

Murray Crosby of Paul Godley Co. will act as moderator of the afternoon session, at which speakers and their topics will be:

Paul F. G. Holst, Avco Mfg. Co., "Intermediate Frequencies for Television Receivers"; S. W. Seeley, RCA Labs, "I-F Ampiifiers for Inter-Carrier Systems of Sound Reception"; Alarico Valdettaro, Sarkes Tarzian, "Television Tuners"; R. D. Kell and G. L. Fredendall, RCA Labs, "Standardization of Transient Response of Television Transmitters and Receivers."

Disaster Guide

SPECIAL Red Cross disaster guide, designed to coordinate radio and Red Cross action in emergencies, was mailed fortnight ago to all stations. The guide is in poster form and is to be hung in news and control rooms. In an accompanying letter NAB President Justin Miller endorses the guide as "a helpful device to achieve greater local public service." Three copies of the poster were sent each station.

AFRICA VIDEO JAUNT

Ziv Sends Oboler on 7-Month Tour to Get TV Material

FREDERIC W. ZIV Co., radio production firm, is going a long way off the beaten track to get material for a television series by underwriting a seven-month African tour of Arch Oboler, one of the top-ranking radio dramatic writers.

Mr. Oboler, accompanied by a camera crew which is already in Africa, will spend most of his time in "out-of-the-way places in the Belgian Congo."

What he sees and hears, recorded on film for television and on tape for sound broadcasting, will be sent back to the U. S. for use by the Ziv organization, which has given him carte blanche in the selection and preparation of his material, he said.

The only specific instructions he received, Mr. Oboler, reported, were from John Sinn, manager of the company's New York office, who told him: "Arch, if you get eaten by a lion, be sure to make it at the end of a 13-week sequence."

It's impossible ✿

✿ You can't cover California's **Bonanza Beeline** without on-the-spot radio

KOH-RENO
KFBK-SACRAMENTO
KWG-STOCKTON
KMJ-FRESNO
KERN-BAKERSFIELD

To knock over a big *market*, you need the right weapon, too. And in the Bonanza Beeline, the right weapon is *on-the-spot radio*. That's because this part of California and Nevada is surrounded by mountains . . . natural barriers that block outside radio signals.

Yes, the five BEELINE stations belong on your California schedule. With all five you blanket the whole 2 Billion Dollar market . . . because the BEELINE stations are strategically located right *in* the five major selling centers.

Typical of such inside coverage is KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, at night 94%! Check Raymer for more on all five.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

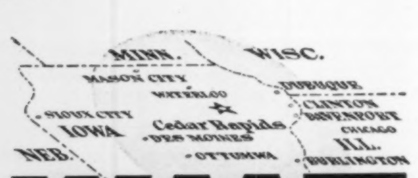
KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Things are really ticking in ELGIN (IOWA)

It's a 21-jewel market located in a rich dairying and poultry-raising area . . . home of the Capper Hatchery (one of Iowa's largest, and a WMT client of long standing).

Though more than 100 miles distant, Elgin's No. 1 station is WMT. Though its population is only 600, Elgin typifies the hundreds of prosperous WMT towns that add up to an impressive total (within our 2.5 mv. line: 1,131,782 people!)

Folks in Eastern Iowa always know what time it is —*it's WMT time, day and night.* **Ask the Katz man for details.**


MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
CLINTON
DAVENPORT
SIOUX CITY
Cedar Rapids
IOWA
DES MOINES
CHICAGO
ILL.
NEB.
OTTUMWA
BURLINGTON

WMT
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK

AT&T LINES

Radio Service High On Planning

ALTHOUGH the chief goals of the $83,000,000 construction program outlined for 1948 by the Long Lines Department of AT&T are "to provide facilities to meet the present demand for long distance service and to restore the speed of service to prewar levels as rapidly as possible," much of the year's program is for the installation of coaxial cable and radio relay circuits capable of carrying television programs as well as sound broadcasts or telephone conversations.

An article in the current issue of the departmental house organ, *Long Lines*, states that during 1948 "cable-laying trains will complete the placing of hundreds of miles of coaxial cable in projects already under way and start new ones. In addition, some coaxials will be equipped to provide new television circuits and construction will be under way on two new radio relay links—one between New York and Philadelphia and the other between New York and Chicago."

Network Video

Reporting specifically on the video network plans, the article continues: "When the microwave relay system between Boston and New York was opened and linked with the New York-Washington coaxial cable last November, the Long Lines experimental television network was lengthened to about 500 miles. During 1948, two additional television circuits will be provided over the coaxial lines between New York and Washington, and two between Washington and Richmond, thus extending the television network southward to the latter city.

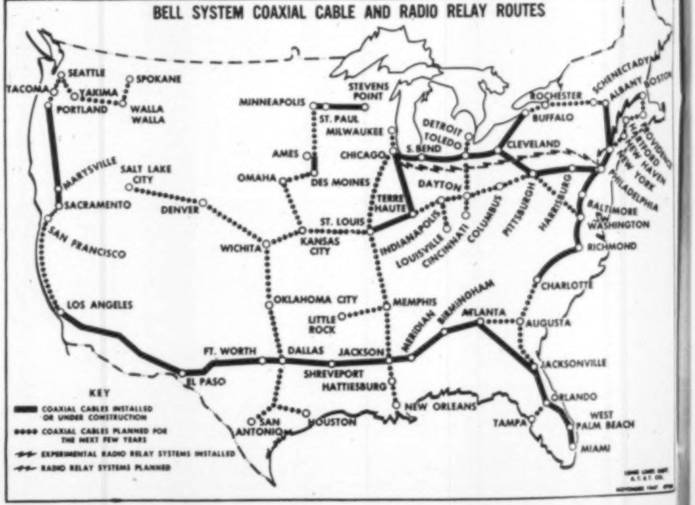
"In addition, installation of equipment will be in progress to provide two television circuits over coaxial cables between Philadelphia and Chicago, and between Chicago and St. Louis. Television circuits between these cities are expected to be ready for service by early 1949.

"Long Lines also plans to provide television terminal equipment, including monitoring and operating facilities, at Richmond, Pittsburgh, Cleveland, Chicago, and St. Louis as well as New York, Philadelphia, Baltimore, and Washington—which already have some terminal equipment. When all these television circuits are ready for service and all of the terminal equipment has been completed, a program originating in any one of these cities might be carried to the other eight.

"Other projects included in the 1948 construction plans are the two new radio relay systems previously mentioned—the one between New York and Philadelphia and that between New York and Chicago. Construction on the New York-Philadelphia system has already begun and is expected to be completed early this summer. Work on the New York-Chicago system, which will incorporate improvements over the experimental radio relay link recently opened between New York and Boston, also will be under way this year. When completed, both systems can provide additional telephone channels or may be used for the transmission of television."

Woman Honored

JESSIE LOCKE MOFFETT, president of Moffett Research Co., became the second woman president of an American Marketing Assn. chapter as Los Angeles unit accorded her that honor last week. Other officers installed: Royall T. Jumper, Kendall Foods Inc., 1st vice president; William Dover, Los Angeles Examiner, 2nd vice president; C. T. Gilliam, head of consulting firm, secretary; Prof. George Robbins, University of California, treasurer.

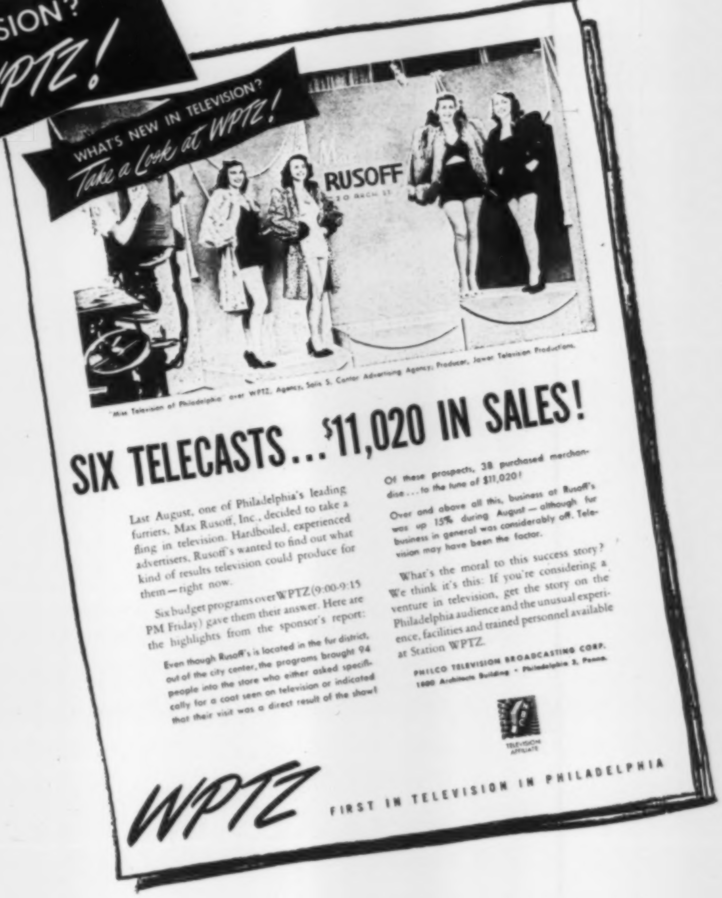


BELL SYSTEM COAXIAL CABLE AND RADIO RELAY ROUTES

SEATTLE
SPOKANE
TACOMA
YAKIMA
PORTLAND
WALLA WALLA
MINNEAPOLIS
STEVENS POINT
ST. PAUL
MILWAUKEE
DETROIT
TOLEDO
ROCHESTER
SCHENECTADY
ALBANY
BOSTON
BUFFALO
AMES
CHICAGO
S. BEND
CLEVELAND
PROVIDENCE
HARTFORD
NEW HAVEN
NEW YORK
PHILADELPHIA
MARYSVILLE
SALT LAKE CITY
OMAHA
DES MOINES
DAYTON
SACRAMENTO
DENVER
TERRE HAUTE
ST. LOUIS
BALTIMORE
WASHINGTON
SAN FRANCISCO
WICHITA
KANSAS CITY
INDIANAPOLIS
LOUISVILLE
CINCINNATI
COLUMBUS
PITTSBURGH
HARRISBURG
RICHMOND
CHARLOTTE
LOS ANGELES
OKLAHOMA CITY
MEMPHIS
LITTLE ROCK
MERIDIAN
BIRMINGHAM
ATLANTA
AUGUSTA
FT. WORTH
DALLAS
JACKSON
EL PASO
SHREVEPORT
HATTIESBURG
JACKSONVILLE
ORLANDO
NEW ORLEANS
SAN ANTONIO
HOUSTON
TAMPA
WEST PALM BEACH
MIAMI
KEY
COAXIAL CABLES INSTALLED OR UNDER CONSTRUCTION
COAXIAL CABLES PLANNED FOR THE NEXT FEW YEARS
EXPERIMENTAL RADIO RELAY SYSTEMS INSTALLED
RADIO RELAY SYSTEMS PLANNED

WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!

$13,485 footnote on our November ad!



"Miss Television of Philadelphia" over WPTZ. Agency, Solis S. Cantor Advertising Agency; Producer, Jower Television Productions.

SIX TELECASTS...$11,020 IN SALES!

Last August, one of Philadelphia's leading furriers, Max Rusoff, Inc., decided to take a fling in television. Hardboiled, experienced advertisers, Rusoff's wanted to find out what kind of results television could produce for them—right now.

Six budget programs over WPTZ (9:00-9:15 PM Friday) gave them their answer. Here are the highlights from the sponsor's report:

Even though Rusoff's is located in the fur district, out of the city center, the programs brought 94 people into the store who either asked specifically for a coat seen on television or indicated that their visit was a direct result of the show! Of these prospects, 38 purchased merchandise... to the tune of $11,020!

Over and above all this, business at Rusoff's was up 15% during August—although fur business in general was considerably off. Television may have been the factor.

What's the moral to this success story? We think it's this: If you're considering a venture in television, get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Penna.

TELEVISION AFFILIATE

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

Remember this ad? Most people in the television business do because it told the story of how six budget programs for Max Rusoff, Inc., on WPTZ brought in $11,020 worth of direct sales.

The other day we discovered that there was a lot more to the story. Rusoff's continued their record keeping and from September 1st to December 31st, sixty-eight more people came into the store as a direct result of the television programs broadcast in August. *Moreover, of these 68 prospective customers, thirty-one purchased merchandise to the tune of $13,485!*

Instead of $11,020 in sales as a result of this test as originally reported, the figure actually was $24,505!

If nothing else, it proves that television must carry the sales impact of a short piece of lead pipe. It also proves that television can pay its own way *right now* as an advertising medium over WPTZ.

If television is on your agenda for 1948 you'll want to get the story on the Philadelphia audience and the unusual experience, facilities and trained personnel available at Station WPTZ.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.

NBC
TELEVISION AFFILIATE

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA

Serving communications nation-wide!

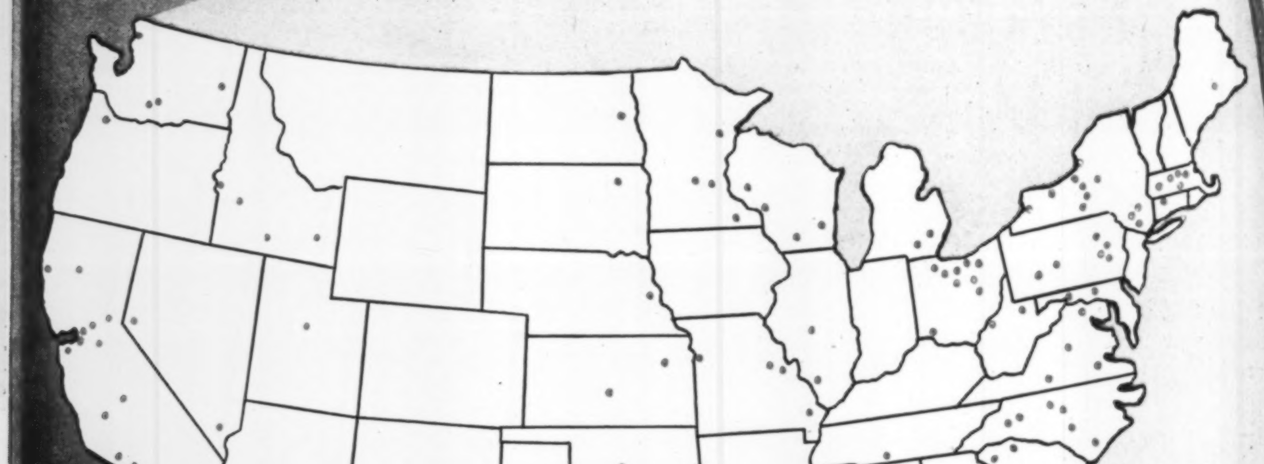
C-P

CERTIFIED
PERFORMANCE
CP

Communications are vital. Meeting the high standards of this field is our business—our only business. For coaxial transmission lines and related accessories that are service-tested and proven dependable, follow the leaders using CP equipment.

Sold by RCA and GENERAL ELECTRIC. Distributed nationally thru 98 service stations of GRAYBAR ELECTRIC COMPANY and distributed internationally by WESTREX CORPORATION.

Distributed by *Graybar ELECTRIC COMPANY



**Trade Mark Registered*

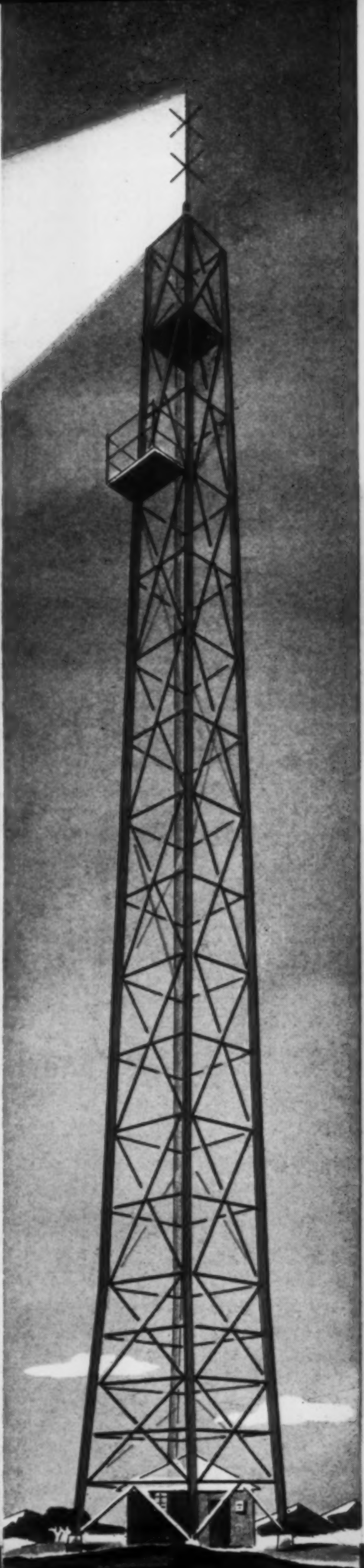
COMMUNICATION

...with installation-proved

SEAL-O-FLANGE*

Coaxial Transmission Lines for AM, FM and Television

WABD—New York, N. Y.
WACE—Waco, Texas
WAIM—Anderson, S. C.
WAJR—Morgantown, W. Va.
WAKR—Akron, Ohio
WATG—Ashland, Ohio
WBGE—Atlanta, Ga.
WBNY—Buffalo, N. Y.
WBOC—Salisbury, Md.
WBRE—Wilkes Barre, Pa.
WBTM—Danville, Va.
WCBS—Springfield, Ill.
WCIL—Carbondale, Ill.
WCOA—Pensacola, Fla.
WCOH—Newman, Ga.
WCOM—Parkersburg, W. Va.
WCRO—Johnstown, Pa.
WCSC—Charleston, S. C.
WCTS—Cincinnati, Ohio
WDAF—Kansas City, Mo.
WDEF—Chattanooga, Tenn.
WDLP—Panama City, Fla.
WDNC—Durham, N. C.
WDOD—Chattanooga, Tenn.
WEBC—Duluth, Minn.
WEBR—Buffalo, N. Y.
WEEX—Easton, Pa.
WEWS—Parma, Ohio
WFAA—Dallas, Texas
WFAH—Alliance, Ohio
WFAS—White Plains, N. Y.
WFIL—Philadelphia, Pa.
WFLB—Fayetteville, N. C.
WFMR—Taunton, Mass.
WFRO—Fremont, Ohio
WGAL—Lancaster, Pa.
WGGG—Gainesville, Fla.
WGBC—Miami, Fla.
WGNI—Wilmington, N. C.
WGPA—Bethlehem, Pa.
WGYN—New York, N. Y.
WHAM—Rochester, N. Y.
WHBC—Canton, Ohio
WHCU—Ithaca, N. Y.
WHDH—Boston, Mass.
WHEC—Rochester, N. Y.
WHK—Cleveland, Ohio
WHMH—Anniston, Ala.
WHPE—High Point, N. C.
WHRV—Ypsilanti, Mich.
WHYN—Holyoke, Mass.
WIBA—Madison, Wis.
WIBW—Topeka, Kans.
WIBX—Utica, N. Y.
WINX—Washington, D. C.
WITH—Baltimore, Md.
WJAS—Pittsburgh, Pa.
WJBK—Detroit, Mich.
WJDX—Jackson, Miss.
WJEJ—Hagerstown, Md.
WJHP—Jacksonville, Fla.
WJMC—Rice Lake, Wis.
WJNO—W. Palm Beach, Fla.
WJSW—Altoona, Pa.
WJW—Cleveland, Ohio
WKAT—Miami Beach, Fla.
WKBH—La Crosse, Wis.
WKY—Oklahoma City, Okla.
WLAW—Lawrence, Mass.
WLBZ—Bangor, Me.
WMAL—Washington, D. C.
WMAZ—Macon, Ga.
WMBR—Jacksonville, Fla.
WMNY—Watertown, N. Y.
WNAO—Raleigh, N. C.
WNBF—Binghamton, N. Y.
WNDR—Syracuse, N. Y.
WNYE—Brooklyn, N. Y.
WONS—Hartford, Conn.
WOR—New York, N. Y.
WOV—New York, N. Y.
WOW—Omaha, Nebr.
WPEN—Philadelphia, Pa.
WPGH—Pittsburgh, Pa.
WQAM—Miami, Fla.
WQXQ—New York, N. Y.
WRNL—Richmond, Va.
WRRF—Washington, D. C.
WRVA—Richmond, Va.
WSAN—Allentown, Pa.
WSB—Atlanta, Ga.
WSFA—Montgomery, Ala.
WSLI—Jackson, Miss.
WSPA—Spartanburg, S. C.
WSPD—Toledo, Ohio
WTAG—Worcester, Mass.
WTAR—Norfolk, Va.
WTIC—Hartford, Conn.
WTMJ—Milwaukee, Wis.
WTOC—Savannah, Ga.
WTOP—Washington, D. C.
WWNC—Asheville, N. C.
WWNY—Watertown, N. Y.
WWPB—Miami, Fla.
KALB—Alexandria, La.
KARM—Fresno, Calif.
KARV—Mesa, Ariz.
KBMT—San Bernardino, Calif.
KBNT—San Bernardino, Calif.
KCMC—Texarkana, Texas
KCNA—Tucson, Ariz.
KCRA—Sacramento, Calif.
KCVR—Lodi, Calif.
KDNT—Denton, Texas
KDSH—Boise, Idaho
KENI—Anchorage, Alaska
KENO—Las Vegas, Nevada
KFAC—Los Angeles, Calif.
KFAM—St. Cloud, Minn.
KFDA—Amarillo, Texas
KFDF—Wichita Falls, Texas
KFDM—Beaumont, Texas
KFMB—San Diego, Calif.
KFRE—Fresno, Calif.
KFSA—Ft. Smith, Ark.
KFXD—Boise, Idaho
KGA—Spokane, Wash.
KGFN—Grass Valley, Calif.
KGKB—Tyler, Texas
KGO—San Francisco, Calif.
KIEM—Eureka, Calif.
KIMV—Hutchinson, Kansas
KIOX—Bay City, Texas
KIXL—Dallas, Texas
KJBS—San Francisco, Calif.
KMBC—Kansas City, Mo.
KMOX—St. Louis, Mo.
KNDX—Grand Fork, N. D.
KOCS—Ontario, Calif.
KOCY—Oklahoma City, Okla.
KOIN—Portland, Oregon
KOVO—Provo, Utah
KOWL—W. Los Angeles, Calif
KPRC—Houston, Texas
KPUG—Bellingham, Wash.
KRBA—Lufkin, Texas
KRBC—Abilene, Texas
KRE—Berkeley, Calif.
KRIG—Odessa, Texas
KRIO—McAllen, Texas
KRLD—Dallas, Texas
KROC—Rochester, Minn.
KSD—St. Louis, Mo.
KSDN—Aberdeen, S. D.
KSEI—Pocatello, Idaho
KSJO—San Jose, Calif.
KSTP—St. Paul, Minn.
KTEM—Temple, Texas
KTFI—Twin Falls, Idaho
KTOK—Oklahoma City, Okla.
KTYW—Yakima, Wash.
KVCV—Redding, Calif.
KVVC—Ventura, Calif.
KVWA—Ellensburg, Wash.
KWEI—Weiser, Idaho
KWIK—Burbank, Calif.
KWRN—Reno, Nevada



PRODUCTS CO·INC KEYPORT·NEW JERSEY

Herbuveaux Heads Midwest NBC TV

Radio Veteran Takes Over New Post in Central Division

JULES HERBUVEAUX, program manager of NBC's Central Division since 1939, was named director of television of the network's Midwest region last Monday.

In announcing the appointment of Mr. Herbuveaux, who has been in radio for 26 years, I. E. Showerman, manager of the division, predicted Chicago will have 50,000 video receivers by fall. WNBY, NBC's Chicago television station, is scheduled to take the air Sept. 1.

"We expect network television, before the end of the year, to help us materially," Mr. Showerman said. "The Chicago-St. Louis coaxial cable already is in [BROADCASTING, Feb. 9], and Chicago will be linked with Milwaukee and Detroit before long. We will jump into the swim with a fairly substantial rate."

Mr. Showerman explained that the rate would be "somewhere in-between" the $550-an-hour figure WBKB, the Balaban & Katz station, plans to put into effect next month and the $1,000 hourly rate WBKB expects to charge in 1949 [BROADCASTING, Feb. 2].

Radio Pioneer

The Central Division's new television director has been identified with radio from the days when a receiver was a crystal set and a pair of headphones. In 1922 he conducted the first orchestra ever to play over KYW, then in Chicago. A year later he was musical director of WTAS, broadcasting over one of radio's first remote pickups —between Chicago and Elgin, Ill. Mr. Herbuveaux also was first musical director of WJJD Chicago.

When NBC's first program from the International Livestock Show was presented in 1927, he was the conductor. The program was forerunner to NBC's *National Farm and Home Hour.* In 1931, Mr. Herbuveaux became musical director of the network's Central Division, three years later he was named production director, two years later assistant production manager, and in 1939 production manager.

During World War II, Mr. Herbuveaux programmed numerous broadcasts for the Navy and was cited by Vice Admiral Louis Denfield, wartime chief of naval personnel at the U. S. Naval Air Station, Glenview, Ill.

Mr. Herbuveaux disclosed that for some months NBC in Chicago has been hiring producers with experience in visual shows in anticipation of television. Six out of a staff of eight have produced shows for visual audiences, mostly in "little theatres," he said.

Mr. HERBUVEAUX

* * *

Radio Station WIBW
Topeka, Kansas
Gentlemen;
After the wonderful help you have
given me in the
HELP!
HELP!
U.S. MAIL
APPROVED BY THE POSTMASTER GENERAL

When farm and small town people of Kansas and adjoining states have a problem, they just *naturally* turn to WIBW for help.

A quarter-century of sound advice, workable suggestions, and dependable service—both on the air and in person—has knit WIBW tightly into the daily lives of millions of families.

It is these strong ties of confidence and acceptance that cause WIBW listeners to respond so wholeheartedly to our advertiser's messages . . . that make WIBW a "must" on *your* station list.

Serving the
First Families of Agriculture

WIBW
Topeka
KANSAS
WIBW-FM

CBS

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

DOUBLE EXPOSURE

New Idea in Retail Programs Makes Hit on WDIA

THE PROGRAM with "double exposure" is what they call the musical *Weona Hour* on WDIA Memphis. As the program goes over the air it is also beamed direct to shoppers in the 140 Weona stores of Memphis and Shelby County. Series will run a year—it stated last month—a full hour in the morning and another in the afternoon, 10 a.m. and 3 p.m., Monday through Saturday.

The series is sponsored by the Weona Food Stores Inc. with manufacturers and distributors as co-sponsors. Programming and production are under Bill Trotter and Ernest Cummings, of Cummings Advertising Co. Frank J. Keegan, director of the School of Radio Broadcasting of Memphis, is master of ceremonies.

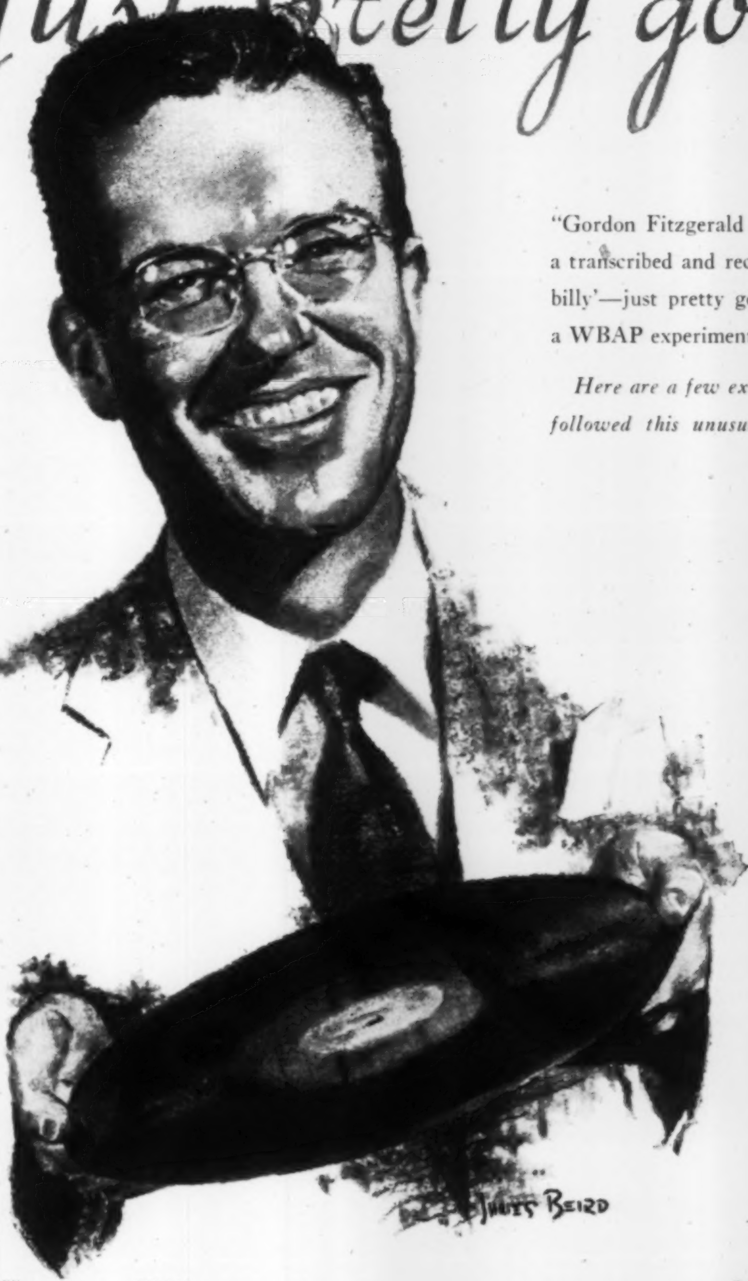
"There will be more than 600 full hours of broadcast a year," says Frank A. Gaia, president of the food stores. "Many features of audience participation will be used which will embrace both the air listeners and the store shoppers, and in some instances, at the same time, which is something new in radio programming. One of the first big prizes will be free groceries for one year, for a family of four persons, which carries a value of $1,750."

This style of radio reception at the point of sale has been copyrighted by Mr. Trotter and the Cummings Advertising Co. to inaugurate the same type of program in other cities.

PROGRAMS presented by remote control from studio built in display windows of Delta County Independent Delta, Col. newspaper, are featured daily by KFXJ Grand Junction, Col. bringing local news to listeners of Grand Junction, 40 miles from Delta

NO JAZZ, NO JIVE, NO HILLBILLY—

Just pretty good music



"Gordon Fitzgerald speaking. You are listening to '570 Matinee',* a transcribed and recorded hour, featuring 'no jazz, no jive, no hillbilly'—just pretty good music." This was the modest beginning of a WBAP experiment in good music.

Here are a few examples of the landslide of fan support that have followed this unusual program's premier 10 months ago:

1. **A newspaper ad featuring "570 Matinee" placed and paid for by a fan without WBAP's knowledge.**
2. **A chain letter promoting listener interest in "570 Matinee" was started by another.**
3. **One fan canvassed hands for listeners of the program during a church social.**
4. **Still another had a school principal call about getting the program on the school public address system.**
5. **Numerous civic clubs have requested Fitzgerald as a speaker, plus a sample transcription of his show.**
6. **Hundreds of letters thanking Fitzgerald for a restful, hour of good music and requesting that the program be longer.**

This kind of support is no accident. It comes from an established audience of 507,230** families. It comes from alert programming. It comes from lasting production. WBAP-570 can do the job for you in the rich Ft. Worth-Dallas market area.

**3:30 p.m., Mon. through Fri.*
***Source: BMB Families Daytime Audience*

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION
SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. **Harold Hough, Dir.** **George Cranston, Mgr.**
Keith Baldwin, Natl. Sales Dir. **Roy Bacus, Com. Mgr., TV**

●

FREE & PETERS, INC. *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood:

BROADCASTERS GUILD ANNOUNCES 1st SHOW

FIRST program to be made available to member stations of the Broadcasters Guild in more than 60 markets starting week of March 14 will be *Michael Shayne*, according to James Parks, Hollywood vice president of the Guild.

This organization, which was announced in May, is headed by Donald Dwight Davis, president of WHB Kansas City [BROADCASTING, May 19].

Coincident with the announcement of the starting program Mr. Parks advised BROADCASTING that negotiations are underway for a transcribed dramatic series featuring Joseph Cotten.

If successfully negotiated this will be the Guild's next program, according to Mr. Parks. It is to be produced in partnership with Stu Ludlum, onetime head of radio for McCann-Erickson, New York and Daniel O'Shea, movie executive.

FM RADAR SIGNAL

Use Suggested by Capt. Eddy For Chicago's "L"

PLANS for use of an FM radar signal on Chicago's elevated system have been submitted to the city's Transit Authority committee by Capt. William C. Eddy.

The WBKB Chicago director has been working closely with CTA engineers, who conceived the idea, and experts from RCA laboratories where the idea has been worked out. Installation of system would save about $6,000,000 of the reported $10,000,000 necessary for a signal setup.

Actual distance between trains is computed by the method.

TV Extension Requests Are Set for Hearings

TWO REQUESTS for extension of television station completion dates have been designated for hearing by FCC. Stations concerned are Raytheon Mfg. Co's WRTB Waltham, Mass., and King-Trendle Broadcasting Corp.'s WDLT Detroit, companion of AM station WXYZ.

In both designations the Commission indicated it wished to inquire whether permittees have been "diligent" in pursuit of station construction.

CKVL VERDUN, Que., Montreal suburban station, with exception of one afternoon program, has switched to all-French programs during daytime. Decision to delete English-language programs was made by owner Jack Tietolman, following surveys which showed that CKVL has a larger French audience than English.

WXKW SET TO BEGIN WITH TOP OFFICIALS

FCC has approved the change of call letters from WRWR to WXKW Albany, scheduled to commence broadcasting in the near future. Licensed to Champlain Valley Broadcasting Corp., the station will operate on 850 kc, 10 kw full time. According to Stephen R. Rintoul, president, the call letters stand for 10 (roman numeral X) kilowatts (kw). The station's FM affiliate, WXKW-FM, operating with 1 kw, is expected to be on the air in the latter part of this month.

Mr. Rintoul has been with World Broadcasting System, the Katz Agency in New York, and was sole owner of WSRR Stamford, Conn., until his resignation to become WXKW president. Vice presidents include: Trell W. Yocum, former executive vice president of Compton Advertising and Young & Rubicam, New York; Edward S. Rooney, president of the First Trust Co., Albany; and B. Jermain Savage, chairman of board of First Trust Co.

Carlos Franco, secretary of WXKW, is media director of Young & Rubicam. General manager is Harold H. Meyer, former general manager of WSUN St. Petersburg, Fla.; KYA San Francisco, and WSRR.

March 30 Ad Symposium Slated for Brand Names

A SYMPOSIUM on how to make the advertising dollar most effective is tentatively planned for the second annual Brand Names Day, to be held March 30 in New York.

H. Ford Perine, merchandising director of *Life* magazine, is program chairman, with the following on his committee: Jack Denove, assistant to the president, BBDO, New York; George W. Fotis, director of sales promotion of Remington-Rand Inc., New York; Maurice Mermey of Baldwin & Mermey, New York; John K. West, director of public relations, Radio Corp. of America, New York, and Russell Ziegler, director of public relations, Cluett Peabody & Co. Inc., New York.

NBC Gets Two Packages For East-of-Denver Use

TRANSCRIPTION sale of *Aunt Mary* and *Dr. Paul* east of Denver is now underway by NBC Radio Recording Division, following recent purchase of package rights from C. & F. Radio Productions Inc.

Network, which has acquired complete rights to two programs in addition to recording of all past broadcasts of the strips, currently airs them live in west under sponsorship of Safeway Stores. Effective Feb. 15, Safeway dropped the programs and Albers Milling Co., Seattle, took over *Aunt Mary* 3:30-3:45 p.m. (EST). Sponsorship of *Dr. Paul* is not yet known.

WELCOME IN

414,700 RADIO HOMES

At 5000 watts, WSBT is now reaching the largest audience in its 26-year history. BMB shows 414,700 radio homes in WSBT's new primary area, which covers 26 northern Indiana and 6 southern Michigan counties. And this is *primary* coverage only!

Listeners old and new welcome WSBT in their homes as a trusted friend. People like this station, listen to it faithfully, write to it frequently. These are listener-loyalty facts which WSBT advertisers know from experience.

WSBT
SOUTH BEND

5000 WATTS

960 KILOCYCLES
COLUMBIA NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

GL-2E26
GL-807
GL-829-B
GL-813

4 BEAM POWER ACES

for Communications Work

YOU just can't beat beam power tubes for efficiency. Their low drive requirements mean less space taken up by the driving stages, and a substantial saving in power. Builders and operators of mobile-radio and other communications equipment know this; they choose beam power tubes for a clear, reliable signal with minimum drain on the battery or other source of transmitter supply.

General Electric offers a complete line of beam power (and other) tubes designed to meet the full range of power outputs and frequencies in communications work. If you are a designer or builder of apparatus, G-E tube engineers stand ready to work closely with you in selecting the right tubes for circuits on your drawing-boards.

If you are an operator of police, taxicab, or ambulance radio equipment—of a ship-to-shore, airport, or other communications system — same-day, often *same-hour* replacement service on tubes is available from your nearby G-E tube distributor or dealer.

Specify G-E tubes in new equipment being designed and built; ask for G-E tubes when replacing present types. It's your A-to-Z guarantee of quality, efficiency, long-term dependable tube performance. *Electronics Department, General Electric Company, Schenectady 5, New York.*

Ratings (ICAS) for typical operation, Class C plate-modulated

Type	*Plate voltage*	*Plate current*	*Driving power (approx)*	*Power output (approx)*	*Freq. at max ratings*
GL-2E26	500 v	54 ma	0.15 w	18 w	125 mc
GL-807	600 v	100 ma	0.4 w	42.5 w	60 mc
GL-829-B	600 v	150 ma	0.9 w	70 w	200 mc
GL-813	2,000 v	200 ma	4.3 w	300 w	30 mc

GENERAL ELECTRIC

161-G2-8650

FIRST AND GREATEST NAME IN ELECTRONICS

Council of Dixie FM Network Plan Meeting

A SIX-MAN program council, appointed at the Feb. 6th meeting of the Dixie FM Network stations to study means of developing regional program features for the Carolinas and improving network programming, will meet in early March.

The committee selected by Fred Fletcher, network president, is composed of three station managers and three program directors. Managers are represented by E. Z. Jones, WBBB-FM Burlington, N. C.; Pat Beard, WSTP-FM Salisbury, N. C., and Gaines Kelley, WFMY Greensboro. Program directors are Vassie Balkcum, WGBR-FM Goldsboro, N. C.; Steve Fischer, WHPE-FM High Point, N. C., and H. W. Maschmeier, WRAL-FM Raleigh, N. C.

FARM PROMOTER

Radio Man to Head Oklahoma Agricultural Council

FURTHER RECOGNITION of radio's importance as a farm merchandising medium is evidenced by the election of a radio man as president of the Oklahoma Agricultural Advisory Council.

Sam Schneider, chief of the farm department of KVOO Tulsa, was named at a meeting in Oklahoma City two weeks ago to head the council, composed of 42 Oklahoma non-governmental agricultural organizations. The council analyzes requirements of the state's agriculture and formulates recommendations for its improvement and promotion.

Chief duties of Mr. Schneider will be the production of state agricultural events and programs and the overall promotion of Oklahoma farming products. The council president also represents agricultural interests in the Oklahoma Writers Assn.

Mr. Schneider

* * *

Large - Scale Video Use Begun by VA

FIRST large-scale use of television by a governmental agency has been started by Veterans Administration. Supporting its successful use of a transcribed series on 1,400 stations, VA will send video stations weekly inserts carrying a message to veterans.

Charles E. Dillon, VA Director of Radio and Television, said the broadcast campaign acquainting veterans with their rights and means of obtaining them had cut the mail load from 250,000 to 100,000 letters a week.

VA already has produced five 16-mm sound film shorts for TV stations. They range from one to three minutes and use a cartoon technique to deliver their messages. Prints will be distributed from the 13 VA branch offices. Cost of production has been kept within budgetary limits by use of laboratory facilities at the Dept. of Agriculture, which has been experimenting with live television programming.

William W. Brander of VA, is cartoonist for the films, with one insert drawn by George Baker, creator of Sad Sack. Hernaldo Silva, Mr. Dillon's assistant, is producing the series, with Ben Rogers as narrator.

No music is used on the films, though VA employs music with AFM permission on its transcribed series, titled *Here's to Veterans.*

WJOC IN OPERATION AT JAMESTOWN, N. Y.

WJOC Jamestown N. Y. commenced broadcasting Jan. 26 with 1 kw daytime on 1470 kc.

The regional independent is owned and operated by Air Waves, Inc. Officers are Robert L. Blalock, president; Mrs. Stella Mae Layman, vice president, and Harry E. Layman, secretary-treasurer and general manager. Studios and offices are located at 415 West Fourth St., transmitter in Busti, N. Y.

Staff appointments include: Arthur J. Borgesen, formerly with WOR WNYC and WVFW New York, program director; Miss Mary O. Sampson, formerly with WHCU and WICR both at Ithaca, N. Y., director of women's programs and head of continuity department; Bill Kirby, who started his career at WESG and WENY Elmira, N. Y., chief of announcing staff; Ray Martin, previously an announcer in Marine Corps at KTOH Hawaii, announcer; Norman Burdick, formerly on sales staff of WJTN Jamestown, commercial department; David E. Berg, formerly with Young & Rubicam, New York, commercial department; Wilbert L. Gladd, former engineer at WJEL and WJEM (FM) Springfield, Ohio, and Lennard E. Johnson, Navy veteran who served as aviation electronics technicians mate, engineering department.

ONE OF THE MOST IMPORTANT BUYS IN AMERICA!

THE NEW WJBK

ON THE AIR 24 HOURS DAILY—ALL IN ENGLISH— CAN BE HEARD BY MORE THAN . . .

TWO MILLION PEOPLE!

—CHECK FORJOE FOR FACTS ABOUT

THE NEW WJBK

DETROIT'S MOST PROGRESSIVE STATION

ALL WJBK PROGRAMS BROADCAST SIMULTANEOUSLY ON WJBK—FM 93.1 mc.

A FORT INDUSTRY STATION

SMART PROGRAMMING IS MAKING OUR MAILMAN STOOPED . . .

Listeners sent us 3,095 letters in September, '47. In December we got 34,904—more than ten times as many.

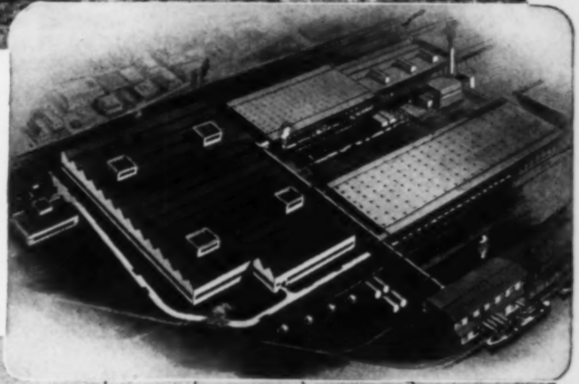
WHY? . . .

Terrific promotion! Car cards, newspaper ads, outdoor . . . all are being used to tell listeners WJBK is new, different, better.

WHY BETTER? . . .

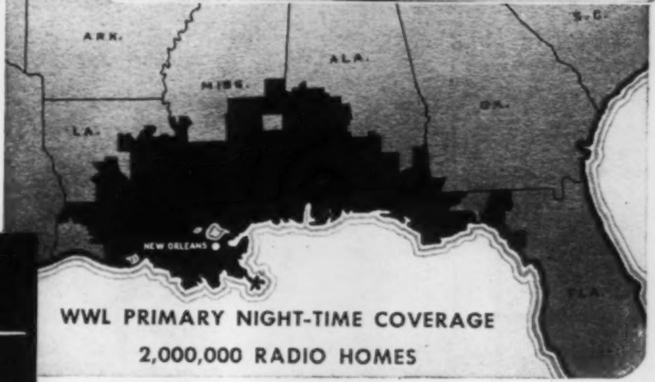
Sharp programming! Block programming! New, listener attracting talent! Showmanship! Thinking, planning, plotting . . . all with an eye to making WJBK the hottest buy in this or any market. Be from Missouri — have Forjoe show you!

Three Beauties of the Deep South



1. **THE BLANC HOUSE,** New Orleans. One of the famed picturesque homes of the Deep South.
2. **INTERNATIONAL HARVESTER PLANT** planned for New Orleans. Another Southern industry, another reason why this area continues to forge ahead — exceeding the national average in increased income, increased buying power, and general prosperity.
3. **WWL's COVERAGE OF THE DEEP SOUTH** 50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest·SELLING Power in the South's Greatest City



WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

Coming Soon!
A NEW
TELEVISION
STATION

CHANNEL
13

ASK YOUR
WAAT MAN
ABOUT
WATV

SERVING NEW
JERSEY AND
METROPOLITAN
NEW YORK!

New Jersey's 1st Station
WATV
CHANNEL 13
NEWARK-NEW JERSEY

CANADIAN TV
Slowed by Technical Problems, Cost

By JAMES MONTAGNES

TOP OFFICIALS of Canadian Broadcasting Corp. are hard at work on technical problems of starting television in Canada, according to A. D. Dunton, CBC chairman. No decision has been reached as to when Canada will have its first television station, but there is a possibility that something may be done this year. Technical difficulties and cost factor are main problems, Mr. Dunton explained.

An engineering conference, sponsored by the Radio Branch, Dept. of Transport, was held recently at Ottawa to outline specifications for television station applicants. No Canadian stations have as yet applied for video permits, though some years ago a number had shown an interest.

Canada is behind the United States in development of FM stations, and FM receivers are not yet on the market in great numbers, while less than a dozen FM transmitters are in operation across the country, Mr. Dunton said. Canadian broadcasters who might have applied for TV stations, now are in the process of building FM stations and increasing power of AM stations, he added. No television equipment of any kind is being made in Canada, although Canada had big radar and television tube plants during the war.

Effect of Ban

With complete ban on importation of receivers from anywhere because of the Canadian dollar shortage, Mr. Dunton said it is not likely that any video receivers will come to Canada till ban is lifted, and with no TV stations in Canada, Canadian manufacturers have no immediate plans to build TV receivers.

Discussing television fortnight ago, before the Toronto Advertising and Sales Club, Mr. Dunton stated that "in thinking of television you come smack up against rugged Canadian facts and conditions. They were there in sound radio and moulded the kind of system we had to have if we wanted real Canadian broadcasting at all. With television the troubles are multiplied many times over. . . . Television costs all along the line are far higher than for sound broadcasting. That makes it right away more difficult for us with our smaller national income and our scattered population centers.

"It is quite possible to envisage television in one or two large Canadian centers with connection by coaxial cable or ultra-shortwave radio links to American networks. But if television is to mean anything worth while for this country there must be a Canadian development primarily on a Canadian basis."

CBC is keeping in close touch with video developments. Its engineers and top-flight producers and executives attend American TV conferences and visit television stations and production centers. Last summer CBC sent two top men to Great Britain to study developments there. Until recommendations of the Parliamentary Radio Committee reversed the policy, CBC had not allowed private interests to enter the television field. Result is that interests which had shown an interest in TV have been discouraged and CBC lacked the money to start TV.

So Canadians will not likely see television as a nationwide development for some time, and if stations are built or licensed this year, they will be in Montreal or Toronto only. With no equipment available in Canada, and U. S. dollars for capital expenditures hard to obtain, TV stations in Canada are a 1949 possibility only, provided CBC announces its entry into the field this year and some private interests in eastern Canada apply for licenses.

CBC Board to Meet

CBC BOARD OF GOVERNORS meets at Ottawa March 16-18 to discuss reports on Trans-Canada, Dominion and French network meets held across Canada by CBC top executives with stations during February. They will also hear applications for new AM and FM stations and for power increase to 50 kw by CKLW Windsor-Detroit. Details on purchase by CBC of 15 kw CKY Winnipeg for $200,000 recently and opening of 50 kw stations CBX Edmonton, CBW Winnipeg and CJBC Toronto, on July 1 will also be discussed by board members.

DISCUSSING the evening performance of ABC's *Theatre Guild on the Air*, aired from Chicago's Civic Opera House last month (l to r): E. R. Borroff, ABC vice-president; J. Carlisle MacDonald, assistant to the board chairman of U. S. Steel Corp., sponsor, and Arthur Wilby, U. S. Steel vice-president. (Man talking to Mr. MacDonald is unidentified). Program is Sundays, 8:30-9:30 p.m. (CST).

Problem of Sales CAB's Chief Topic
Canadian Broadcasters Convene At Quebec March 8 to 11

SALES PROBLEMS will be main feature of 14th annual convention of Canadian Assn. of Broadcasters at Chateau Frontenac, Quebec, March 8-11. Public relations and forthcoming North American Regional Broadcast Agreement meeting also will be discussed.

Tentative agenda calls for rate structure panel discussion at opening session, followed by reports on problems such as price mentions, give-aways, agency franchise, and statistics for advertisers. Luncheon on opening day will be addressed by R. A. Hackbush, representing Canadian Radio Manufacturers Assn., who will discuss FM and television problems and probable audience growth.

Afternoon of March 8 will be devoted to annual meeting of Bureau of Broadcast Measurement, which will be addressed by Horace N. Stovin of Toronto and John Churchill of Broadcast Measurement Bureau, New York.

Tuesday morning session will be devoted to public relations, including transcription regulations, censorship, free time policy, news services, joint committees and plans for Parliamentary Radio Committee brief. CAB business session, changes in constitution, and report on music copyright fees will feature afternoon meeting. CAB hopes to have a Canadian cabinet minister as guest speaker Tuesday evening, March 9.

Wednesday morning session will include election of officers, discussion of CAB policy regarding the August meeting of NARBA at Montreal, and a report on the music union situation. During the afternoon delegates will see a ski jumping exhibition at Lac Beauport.

Standing committees will be appointed Thursday morning and business left over from previous meetings will be finished. The new CAB board will meet at luncheon to appoint a president and board chairman.

While not on the agenda, one of the major pieces of business expected at the business session is appointment of a successor to Harry S. Dawson, retiring manager of CAB. Mr. Dawson is returning to engineering work with a Canadian equipment manufacturer.

Off Air 1-3/4 Hours

KJBS San Francisco on Jan. 30 was put off the air for an hour and 45 minutes through a short circuit, when a $500,000 fire destroyed Brunton's Automotive Service, which adjoins the station. Water was from three to six inches deep on the ground floor, where studios and offices are housed. There was no damage to the station from fire.

THE *Shiawassee Story*

BY WGN OF CHICAGO

American Indians really had a way of saying things . . . SHISHIGNMENINKING, for example, was their way of saying "place of the soft maples." The name SHISHIGNMENINKING, however, being a little rough on the average vocabulary, was subsequently modified to a mere SHIAWASSEE, which then made it feasible to use as a suitable area name. Thus was Shiawassee County, in the good state of Michigan, born.

And what is our interest in this particular county, over 200 miles from Chicago . . . well, to be perfectly honest, we're proud to be the *only* Chicago station that covers the 41,000 or so folks in Shiawassee County, and we cover them at over the 30% level both day and nite*. . . proud, yes, but not particularly amazed since we have *exclusive* Chicago radio coverage in several other Michigan counties as well.

From an advertiser's standpoint the interesting thing about all this is the terrific "extra" circulation obtainable for his message only over WGN.

**Authority: Broadcast Measurement Bureau*

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

JUSTIN MILLER URGES BACKING FOR DRIVE

A LETTER from Justin Miller, NAB president, has been mailed to every American radio station requesting its participation in the American Heritage Foundation's "Good Citizenship" campaign.

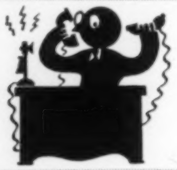
In explaining the campaign, which is part of the national observance of 1948 as a "Year of Rededication" by all Americans to their heritage of freedom, Mr. Miller said: "It calls for total participation by all Americans in the democratic way of life. Every broadcaster, no matter what his political persuasion, can join in this program with a sense of truest accomplishment."

Stations also are receiving letters from William B. Lewis, vice-president of Kenyon & Eckhardt, New York, national radio chairman of the foundation, who outlined the material available during the campaign. It will be supplied by the Foundation and the Advertising Council.

Eronel Buys Show

CBS Hollywood has announced sale of "The Argyle Album" to Eronel Productions as result of network's policy to sell its library of scripts acquired over 20 year period. "Album" was originally presented on "Suspense" series and was written by Cyril Endfield. Movie version is scheduled to start production late this month.

Management



ALAN L. TORBET former general manager of Coosbay Times, Coosbay, Ore., and before that of Vancouver Sun, Vancouver, B. C., has been appointed general manager of KALE Portland, Ore.

CHARLES B. JORDAN has resigned as managing director of WRR Dallas, municipally owned station, to become vice president and assistant general manager of Texas State Network, effective March 1. **DALE DRAKE**, WRR commercial manager, has been appointed to succeed Mr. Jordan at WRR. Mr. Jordan who has been with WRR 20 years, will continue his sponsored broadcasts of Southwest Conference football events. Mr. Drake joined WRR in 1932, left in 1935 to go into advertising agency business and returned to WRR in 1939 as commercial manager.

Mr. Jordan

Mr. Drake

TOM M. KRITSER, former salesman with KTSA San Antonio, has been named manager of KDDD, new station under construction at Dumas, Tex. Prior to war, Mr. Kritser was with KGNC Amarillo. KDDD expects to begin operations in April.

JACK THIVIERGE, former manager of CHEF Granby, Que., has been appointed manager of CKRN Rouyn, CKVD Val d'Or, Que., and CHAD Amos, Que., with headquarters at CKVD.

VERL THOMPSON, former program manager and public relations manager of KSOO Sioux Falls, S. D., has been appointed general manager of KISD Sioux Falls, new station soon to go on the air.

NORM HARROD, formerly of CJAT Trail, B. C., has been appointed manager of CJIB Vernon, B. C.

HOWARD W. DAVIS, owner and general manager of KMAC and KISS San Antonio, Tex., has been appointed to Military Affairs Committee and National Affairs and Legislative Committee of San Antonio Chamber of Commerce for 1948.

MARSHALL FIELD 3rd, president of Field Enterprises Inc., which owns WJJD Chicago, has been presented with American Legion Certificate of Merit, for time and aid WJJD devoted to promotion of Legion Americanism programs. **ARTHUR F. HARRE**, WJJD general manager, accepted award for Mr. Field from Elliodor Libonati, Legion committee chairman.

DR. W. R. G. BAKER, General Electric Co., representing Radio Manufacturers Assn., has been elected vice chairman of Electrical Standards Committee of American Standards Assn.

WILLIAM E. HARDY, general manager of WFMD and WFMD-FM Frederick, Md., has received Distinguished Service Award from Frederick Junior Chamber of Commerce, in recognition of his efforts on civic interest projects, and has been designated as the outstanding young man of Frederick during 1947.

EVERETT L. DILLARD, president of FM Assn. and Continental Network and owner of WASH (FM) Washington and KOZY (FM) Kansas City, will address Feb. 19 luncheon meeting of New York Radio Executives Club.

ROGER PATRICK, news editor of KLAC Los Angeles, has been named assistant manager and program director of KVOS Bellingham, Wash.

REX HOWELL, manager and co-owner of KFXJ Grand Junction, Col., has been named member of executive committee for Rocky Mountain Radio Council. Mr. Howell also is member of advisory council for radio department of U. of Denver.

NORMAN OSTBY, assistant to **DON SEARLE**, ABC Western Division vice president, is recovering from minor operation and is expected to be absent from his duties for three weeks.

JULIUS F. BRAUNER, general attorney and secretary of CBS, has been named radio division chairman of New York Legal Aid Society's fund appeal.

FRAN CONRAD, ABC Western Division station relations head, is on two week trip visiting affiliates in northern Calif., Nev., Utah, Col., N. Mex., Tex., and Ariz.

CBS Suit

CASE against CBS and Ed Jacobs over alleged plagiarism involving program known as *Money On The Line* was dismissed Feb. 9 in ruling by U. S. District Court Judge William Mathes. Action brought by Wiliam H. Barr contended that *Money On The Line* was a plagiarism of *Rhymo*. Judge Mathes held the plaintiff had no case since, in effect, he was claiming a monopoly on an idea.

WBNX New York has received plaque from U. S. Marine Corps in recognition of station's contributions to Marine recruiting.

DEMOCRAT COMMITTEE POST GOES TO SAUTER

JAMES SAUTER, president of Air Features Inc., New York radio production firm, has been appointed chairman of the Stage, Screen, Radio and Television Div. of the Democratic National Committee for the 1948 campaign, it was announced last Thursday by Sen. J. Howard McGrath (D-R.I.), chairman of the committee.

Mr. Sauter

Mr. Sauter has worked with the committee in a liaison capacity on national campaigns since 1935. He is now a director of camp shows for Veterans Hospitals and is also Deputy Commissioner of Commerce for New York City.

The new chairman has had a big part in the past in providing entertainment for servicemen and veterans. During the war, he served as executive director of the United Theatrical War Activities Committee, chairman of the entertainment committee for the American Theatre Wing War Service, Inc., the entertainment industry division of the War Finance Committee for New York State and the American Red Cross in New York. He was also a director of USO Camp Shows Inc.

MILWAUKEE POLL

'Family Theatre' Tops 'Radio Theatre' as Favorite

PROGRAM, *Family Theatre*, was given a six-to-one edge as 1948's favorite program over last year's winner, *Radio Theatre*, in the *Milwaukee Journal's* 18th annual radio poll, announced this month.

Fibber McGee and Molly maintained their 1947 rating as the listeners' favorite comedians, and Bing Crosby still rates tops among male singers, but Jo Stafford edged out Dinah Shore to become leading woman vocalist.

Fred Waring Show repeated as the most popular daytime program, Bob Heiss, Milwaukee favorite, topped announcers for the second straight year, and Walter Winchell again won first prize as the most popular news commentator. In the favorite newcomer category, not included on last year's ballot, Jack Paar, protege of Jack Benny, edged out Danny Thomas and Al Jolson in that order.

Red Skelton polled more votes than Bob Hope, who placed second among comedians in 1947, and Perry Como repeated in No. 2 position among male singers. Arthur Godfrey, ninth among daytimers last year, moved up to second place, and Paul Skinner again proved Walter Winchell's hottest competition.

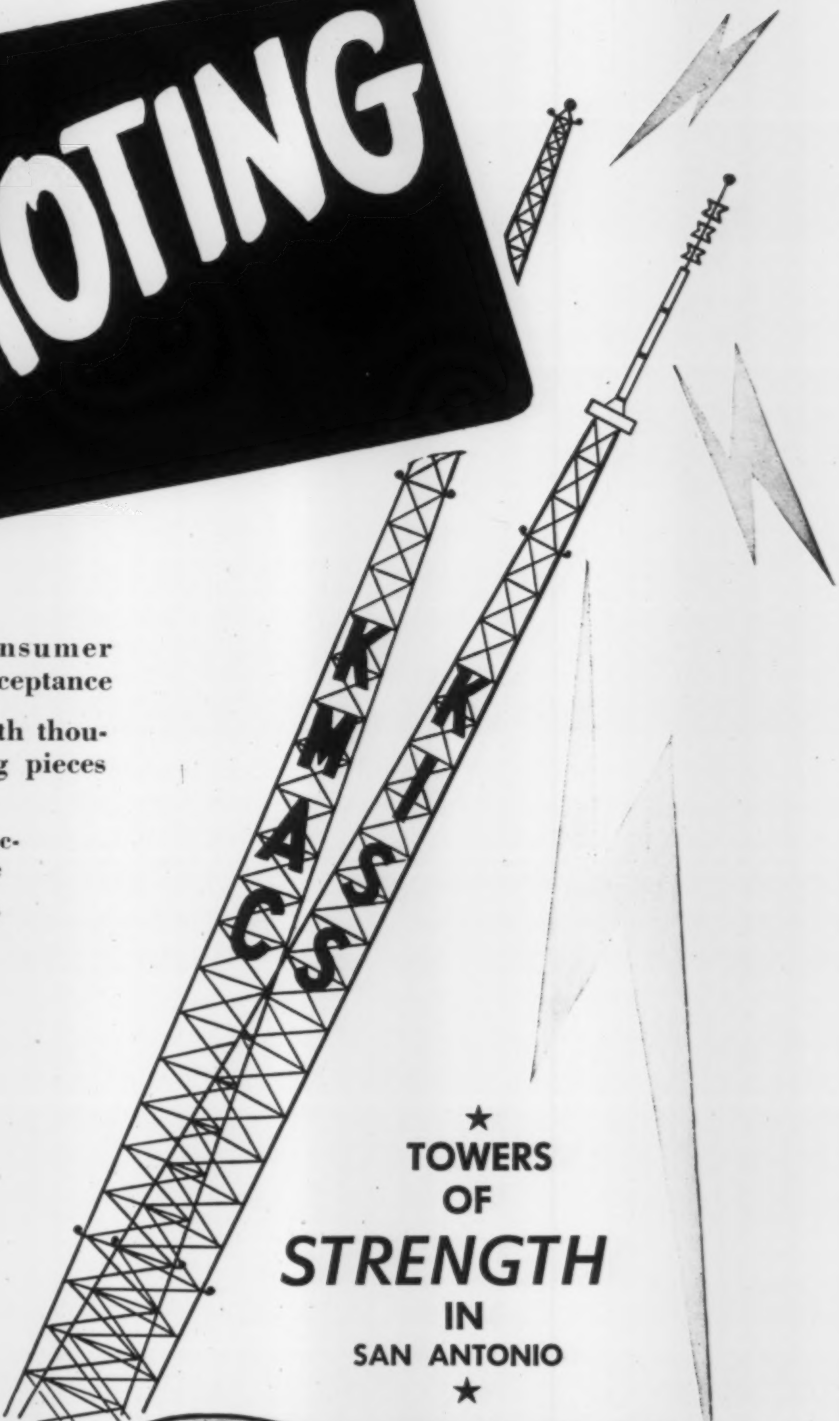
They're Here
BY THE THOUSANDS!

The concentration of winter visitors from all over the nation -- plus our year 'round residents -- with their "above-the-average-buying-power", make Miami a premium market. And, with the NBC Parade of Stars and the top local shows, too -- we get 'em coming and going! WIOD *is* the station most people listen to most!

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

PROMOTING



PROMOTING consumer acceptance

for your show and your product with thousands of "direct-to-listener" mailing pieces every month.

PROMOTING dealer acceptance

of your show and your product with personal calls, direct mailing pieces and newspaper ads every month — plus thousands of window cards and window displays.

PROMOTING jobber acceptance

of your product and your show through constant personal contact plus generous air promotion announcements and regular newspaper ads.

IT'S THE *EXTRA* PROMOTION YOU GET FROM KMAC AND KISS THAT MAKES US THE BEST BUY! SEE PEARSON!

★
**TOWERS
OF
STRENGTH
IN
SAN ANTONIO**
★

KMAC

1240 *A.M.* ON YOUR DIAL

MUTUAL
HOWARD W. DAVIS
OWNER

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

FIRST FIFTEEN PACIFIC HOOPERS—January 1948

Program	No. of Stations	Sponsor	Agency	Hooper-ating	Year Ago Hooper-ating	+ or —	Posi-tion
Jack Benny *	6	American Tobacco	Foote, Cone & Belding	35.7	38.1	—2.4	1
Bob Hope	6	Pepsodent Div.-Lever	Foote, Cone & Belding	33.6	32.4	+1.2	2
Red Skelton	6	B. & W. Tobacco	Russel M. Seeds Co.	30.3	30.2	+0.1	3
Walter Winchell *	6	Andrew Jergens	Robert W. Orr & Assoc.	30.0	28.4	+1.6	4
Fibber McGee & Molly	6	S. C. Johnson & Sons	Needham, Louis & Brorby	28.0	25.6	+2.4	6
Fred Allen	6	Ford Dealers of America	J. Walter Thompson	27.7	23.3	+4.4	7
Charlie McCarthy	6	Standard Brands	J. Walter Thompson	25.3	26.0	—0.7	5
Bandwagon	6	F. W. Fitch	L. W. Ramsey	24.1	19.8	+4.3	10
Truth or Consequences	6	Procter & Gamble	Compton Adv.	21.9	19.5	+2.4	12
Radio Theatre	6	Lever Bros.	J. Walter Thompson	20.1	20.5	—0.4	8
Life of Riley	6	Procter & Gamble	Benton & Bowles	19.0	14.9	+4.1	27
Adv. of Sam Spade	6	Wildroot	BBDO	18.4	15.6	+2.8	22
Amos 'n Andy	6	Lever Bros.	Ruthrauff & Ryan	18.3	19.1	—0.8	14
Eddie Cantor	4	Pabst Sales	Warwick & Legler	18.0	19.8	—1.8	11
Take It or Leave It	6	Eversharp	Biow Co.	17.8	16.3	+1.5	17

* Includes first and second broadcasts.

MYSTERIES

Children Listen Despite Parental Objection

EVIDENCE that wild horses, let alone despairing parents, can't pull adolescents from their radio sets when favorite mystery programs are on the air was produced in an unsettling report issued last week in New York.

A survey conducted among teenagers by the Metropolitan Youth Survey Co. for Benton & Bowles, New York, found the youngsters unanimous in saying that if their parents objected to their listening to mystery shows, they listened anyway. This attitude, which traditionalists might regard as bordering on the rebellious, was one of several turned up in the survey, which was conducted on behalf of the agency's *House of Mystery* program (MBS, Sundays 4-4:30 p.m.).

The study learned that surprisingly few parents (5.6%) objected to their children's tuning to crime shows, but their objections apparently are disregarded.

The most appealing elements in mystery programs, according to the adolescents between the ages of 14 and 18 interviewed in the study, are, in order: Suspense, adventure, blood and thunder, and helpful information.

Of 278 youngsters interviewed, 88.5% said they listened to mysteries and 11.5% said they did not. Listeners, asked about their favorite programs of this kind, named *House of Mystery* as their 12th choice, a statistic which Benton & Bowles released in a fit of unbridled honesty

AERIAL SIGNS

KDON Signals Provide Path For Incoming Planes

LIFE-SAVING qualities are contained in broadcasts by KDON Monterey, Calif., which has been approved by the Civil Aeronautics Administration to provide a danger-free path for planes to travel in to the airport.

Listeners recognize the identification signals only as highpitched notes causing minor and momentary broadcast interference. However, it is a welcome sound to Southwest Airline pilots. Using the radio compass, pilots approach KDON's transmitter on Monterey's Municipal Wharf, circle over the bay, turn in on a predetermined course on to the station's 1240 kc beam, which they ride in for a perfect approach to the airfield.

Capt. R. C. Couk, ground operations officer for the airline routed between Medford, Ore., and Los Angeles, describes the plan as "revolutionary." The air navigation plan, station officials say, was planned by Reed Pollock, KDON manager, George Ross, commercial manager and airline officers.

NEW COURSE in Radio Announcing has been added to the radio curriculum at Ithaca College, making total of nine courses now required for a major in radio leading to degree of Bachelor of Fine Arts.

Now on the Air!
KTRE
1420 K. C.
1000 WATTS
LUFKIN, TEXAS
MARKET FACTS
PRIMARY COVERAGE
Based on 0.5 MV/M Coverage, KTRE will serve 95,500 Citizens . . .
- 36,800 total families.
- 22,400 Radio Families.
- $101,030,000.00 . . . 1946 income.
- $76,929,000.00 . . . 1946 bank deposits.
- $62,609,000.00 . . . 1946 retail sales.
- 33,501 1946 auto registrations.

TAKING ROOT IN THE FOREST CAPITAL OF TEXAS
REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales INC

Commercial

JOHN CUMMINS, former station manager of WFOY St. Augustine, Fla., has been named commercial manager of WNDB and WNDB-FM Daytona Beach, Fla. He will handle all local and regional sales.

MARTIN KATZ, former advertising manager of News Reel Laboratory, Philadelphia, has joined sales staff of WCAU-TV Philadelphia.

BILL EWING, former eastern sales representative for Arthur B. Church Productions, has joined sales staff of KLX Oakland, Calif. In his 11 years in radio, Mr. Ewing also has been with Biow Co., New York, and spot sales radio representatives.

W. J. SYLVESTER, local sales manager of WJW Cleveland, has announced his resignation, effective March 1. He is forming new partnership in advertising agency to be called Gerst, Sylvester & Walsh, Cleveland. Prior to joining WJW, Mr. Sylvester had been with Cleveland Press as director of advertising, and with American Weekly Magazine as Northern Ohio sales representative.

MALCOLM KENNEDY and **PERRY BASCOMB** have joined sales department of WIP Philadelphia.

JOHN E. PEARSON Co. has been appointed as national representative for KHAS Hastings, Neb.

JERRY ROSENBLATT, new to commercial radio, has joined Friedenberg Agency, Chicago. Mr. Rosenblatt served with Army during war and for some time was in charge of programming and continuity for Army in Atlantic City, where he worked closely in putting programs on WFPG Atlantic City.

GLENN GILBERT, formerly with sales staff of Ohio Bell Telephone Co., has joined WGAR Cleveland, as salesman.

J. MILTON SEROPAN, formerly with KNBC San Francisco, has joined KGO San Francisco as local and ABC spot sales representative. He replaces **DICK SPROTT**, resigned.

EUNICE (Scotty) FISHER, recently returned from Japan where she was civilian employe of Army of Occupation, has joined auditing department of KGO San Francisco. She replaces **JANE MASTERS**, resigned.

GEORGE BARENBREGGE, salesman with KQV Pittsburgh, has been elected to Pittsburgh branch of National Assn. of Mfg. Representatives.

TOM WISEHART has joined KROD El Paso, Tex., as mechandising contact.

RUSSELL BURROUGHS, commercial manager of KBMT San Bernardino, is newly elected president of San Bernardino Ad. Club.

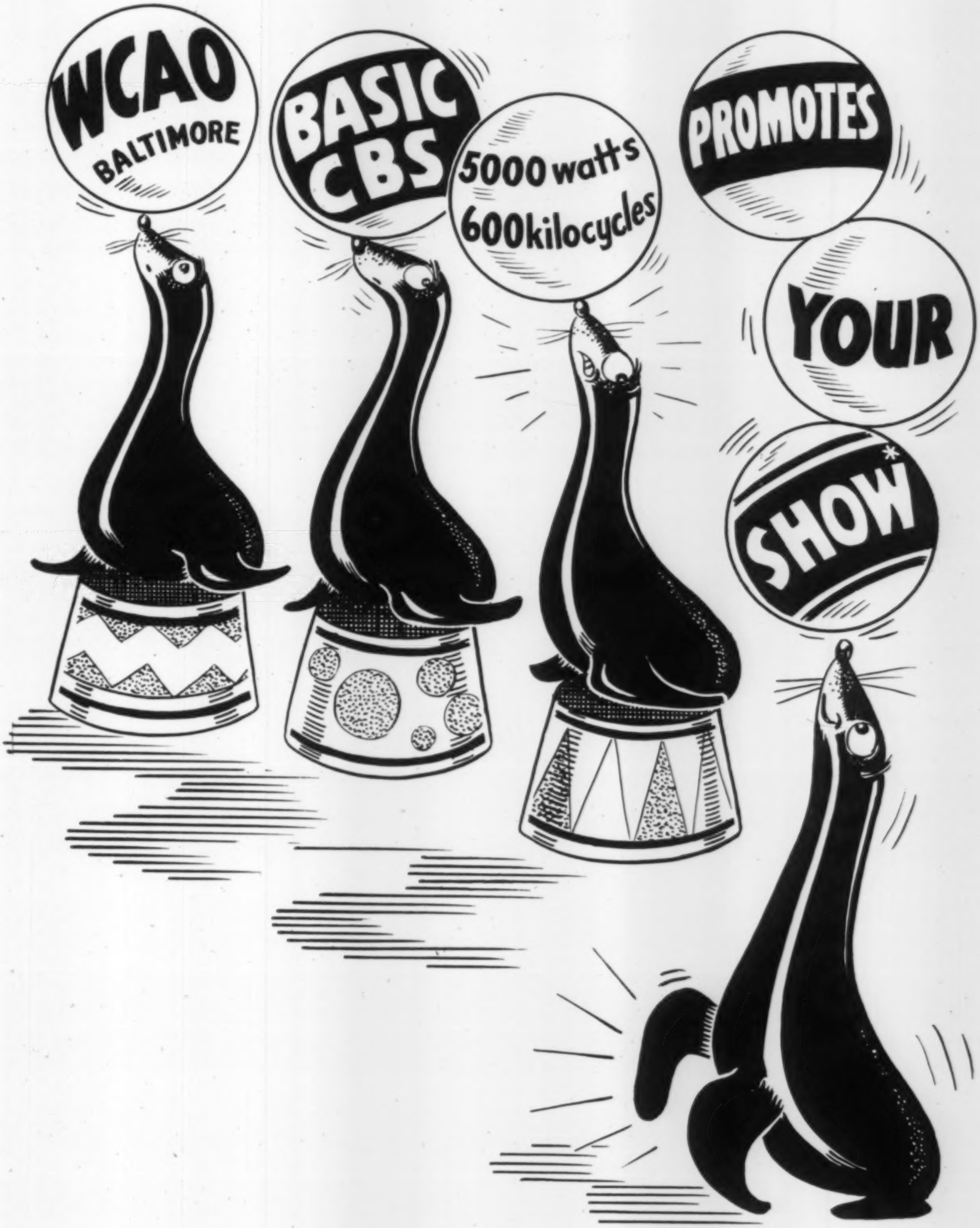
ALBERT SANDERS, member of commercial department of WMAZ Macon, Ga., has been elected to board of directors of Macon Junior Chamber of Commerce.

HOWARD L. EMICH, commercial manager of WMAM Marinette, Wis., and **FLORENCE MEYERS**, station's women's director known professionally as **MARY KAY**, were married Feb. 9.

Hat Foundation's '48 Ad Campaign Goes to FC & B

HAT RESEARCH Foundation, New York, has appointed Foote, Cone & Belding, effective Feb. 1, to handle its 1948 advertising campaign. Grey Advertising Agency Inc., also New York, formerly handled the account.

A seven weeks seasonal campaign started last week in 22 leading markets, on a total of 83 stations. A minimum of 24 15 and 20-second spots is scheduled for each station, publicizing the "Scoop," a new-style hat for men. Cyrus Nathan is account executive.


WCAO
BALTIMORE
BASIC
CBS
5000 watts
600 kilocycles
PROMOTES
YOUR
SHOW*

"Always giving something extra!"

*Just ask your
Raymer representative

"OUT, DAMNED SP

Lady Macbeth needed more than all the "perfumes of Arabia" to put it out. We, too, should put out Spot as a misleading name for one of the greatest advertising mediums ever known. What kind of radio is Spot Radio? Seven out of ten advertising people don't know. Moreover, they believe it to be something it isn't.

Spot Radio is a system of doing business—an advertising medium that compares in size and quality with the greatest in the field—network, newspaper and magazine. For radio stations AM, FM or TV, it offers the greatest potential for new income. Yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men—and there are thousands like them—are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is "spots"—announcements, chainbreaks, jingles, "nuisance" advertising, or something that is left over and can be fitted in between "regular" program broadcasting. "Spot Radio" now means "announcement radio" to the advertising world. For all practical

Paul H. Raymer Compan

NEW YORK · BOSTON · DETROIT · ATLANTA · CH

T! OUT, I SAY!"

purposes "national non-network" — a clumsy, awkward and negative phrase known only to insiders — is just as useless.

Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much further and faster might it grow! From the vast field of national and regional advertisers we should have many *program* advertisers on transcriptions using big name talent with big Hoopers.

With this great medium, an advertiser can select his station, select his markets, select his program, select his time. One name, National *Selective* Radio, or just *Selective,* has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

an Inc. • Radio Advertising
NTA • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Not Forever Amber

ALL IS tranquil on the music front. It has been hearts and flowers since James Caesar Petrillo made his grandiose appearance before the House Labor Committee and "capitulated" on FM duplication and secondary boycotts.

What goes behind the musical Iron Curtain?

The Executive Council of the American Federation of Labor met in Miami a few days ago in annual super-strategy conclave. Mr. Petrillo was there, as were the heads of other major unions — IBEW, AFRA and the others.

The Industry Music Committee met in New York last week preparatory to resumption of negotiations with Mr. Petrillo in March. Undetermined are such issues as music for television, pay scales for network musicians, permanent settlement of FM duplication and AFM unionization of platter-turners.

Basic in all discussions has been the Taft-Hartley Bill repudiation of the welfare fund principle. Mr. Petrillo's overweening wish is to get that money, by whatever name it is called. Amend the Copyright Act of 1909 to cover royalties for recordings, but amend it to get the money for the AFM. Thus, Jimmy really wants to ASCAP-ize his AFM.

We can only surmise what happened in the supreme AFL councils. But we base it on something more than scuttlebut.

Here's the Miami drift: All recordings would carry union labels (in addition to that legend "Not for broadcast use"). An IBEW engineer, or AFRA announcer wouldn't handle a transcription or record unless the station is *persona grata* with AFM. If a station didn't pay a royalty on each record rendition, the recording might not be touched by other union members. If AFM platter-turners were not hired, the "goods" might not be handled. The Allied Printing Trades follow a similar practice and nonunion plates are not handled, plated copy must be reset by hand, then thrown in the hellbox.

At the Industry Music Committee session, broadcasters stood resolutely against a performance fee for AFM. Recording companies, which capitulated in 1942 to Petrillo demands, aren't so determined. Their stake is different. They get it back on the record sales.

AFM's willingness (and we mean Jimmy's) to lift the FM ban on duplication certainly doesn't mean that he applauds complete duplication. It's probably the very thing he wants, because radio would then present to him on a silver platter his most potent argument—that no musicians are being hired for FM. With Petrillo gusto, he would bleat to the heavens that radio is trying to kill his union.

FM will put its best foot forward by presenting different program service. At this late date static-free reception and full frequency response isn't enough. New programming is a factor, if audience is to be attracted.

There's a stiletto up the AFM sleeve. Those who don't think so just haven't read the record. The slightest break in radio's solid front can be disastrous. We hope the record firms, with all in radio, will view the music situation as an amber light likely to turn red any minute.

Log-Rolling

SOUND and fury aplenty has been expended since the Miami *Herald* and *Daily News* started charging for publishing program logs.

That we have contributed our bit to the uproar we would be the first to admit. Our editorial stand was and is that "selling program log listings is tantamount to placing a price tag on legitimate news."

Those editorials aroused comment. One was by Editor Robert U. Brown, of *Editor and Publisher*. Editor Brown devoted considerable space to one editorial—probably about as much as it would take to print three program logs. Then Mr. Brown's paper ran an article by Lee Hills, able managing editor of the Miami *Herald*. His article denies newspapers are "penalizing" radio but admits there "is no question about the public interest in radio news."

One of the most articulate comments since then was from Sydney H. Eiges, vice president of NBC in charge of news. He said:

> **. . . difficult as it is, the problem is capable of mutually beneficial solution and not by the method propounded by Mr. Hills . . . if he (the editor) believes radio log listings are news in the commonly accepted definition of the word he should print them; if he doesn't then he shouldn't. To attempt a partial subsidization of what we in radio consider first-rate news, which is what the Miami newspapers are attempting, will eventually bring economic forces to play upon the free exercise of editorial judgment and impair the editor's essential freedom. What looks so glitteringly attractive to Mr. Hills today may some day become the chain which binds the hand that wields the editor's blue pencil . . . Who is to say where the practice shall stop?**

While charging for station logs is by no means common, it has been recently attempted in one or two new cities. In Spartanburg, S. C., the papers suddenly stopped printing logs. Walter J. Brown, president of WORD, and veteran Washington newsman, called the publisher. He was told there would be a charge for logs. Manager Brown refused to pay and pointed out that newspapers, as well as radio stations, have an obligation to the public and that the publication of program schedules renders a service to the reader which he has a right to expect. Amen!

What will be the next step? Some stations, abhorring a quarrel, may pay under protest. Others may publish their programs in magazine form and sell advertising to pay the expense. In Britain, as Mr. Eiges pointed out, the *Radio Times* which carries BBC programs, is a highly successful advertising medium. Some station papers already operating in this country are commercially successful.

Another very real possibility is offered by facsimile, a radio medium. FCC hearings on commercial Fax allocations are set. Stations will be able to offer by facsimile the electronic newspaper of the future, with logs emblazoned on page 1!

Necessity has always mothered invention. In Chicago, in spite of the ITU strike, all six papers for 12 weeks have published, and haven't missed an edition or a feature (including radio logs).

Can there be any doubt about the same ingenuity latent in a broadcasting art that in 25 years has vaulted to front rank against what was initially potent newspaper opposition?

Our Respects To—

ARTHUR FREDERICK HARRE

WHEN THE Class of 1923 at Chicago's Hyde Park high school marched down the aisle for commencement, a couple of 6-foot-2 lads brought up the rear. One was barrel-chested Richard Howell, greatest swimming star in Hyde Park's history. The other was Arthur Harre, rangy end on the school's football team.

Dick Howell went to Northwestern U. and won many Big Ten and Olympic honors. Art Harre went to U. of Chicago, but, after winning his freshman numerals, forsook the gridiron to work toward a degree in philosophy. Maybe this was because Chicago already was starting to de-emphasize football, but Mr. Harre has no regrets. Today, he is general manager of WJJD, Marshall Field's live-wire 50-kw Chicago independent.

Arthur Frederick Harre, unlike most radio men, has a warm spot in his heart for the newspapers. One reason is because his boss is a big-time publisher (Chicago *Sun and Times*). Another is because he got his start in radio by answering an ad in a Chicago daily.

After working part-time during college in the marketing, statistical, and survey departments of the W. D. Boyce Publishing Co., he became a full-time employe after graduation, travelling throughout the United States gathering economic, recreational, and domestic data on small town and rural community life. From 1931 to 1933, he was western advertising manager for Boyce.

In 1933, he joined WAAF Chicago as a salesman (the want ad, remember?), and four years later was promoted to commercial manager. In addition to supervising sales activities, he developed programs and program schedules; obtained a news service and developed a news department for the station; wrote continuity for sustaining and commercial programs; supervised the production of programs; and hired all staff personnel.

He resigned from WAAF in 1941 to become local commercial manager of WIND Chicago, and after six months became commercial manager of WIND's sister station, WJJD. He was named general manager of WJJD in July 1944, when the station was purchased by Mr. Field, and shortly after when the publisher bought WSAI Cincinnati, Art Harre was chosen to supervise transfer of the station from Crosley Square to its present Cincinnati

(*Continued on page 50*)

Dear Jon...
34,441 times!
WAGA

Boy! Do They Love Me!

Count 'em! 34,441 letters during 1947 addressed to Jon Farmer or his programs.

Women! Men! Girls! Boys! They all love Jon! By the hundreds come letters from all over the 112 counties* reached by WAGA. And 34,441 means listeners are getting what it takes to make them come back for more. Yep, that's Jon, alright.

And that's every man and woman at WAGA . . . that's why advertisers get results when they beam their messages via WAGA to these 112 counties* where 64% of Georgia's radio homes and 61% of its buying power are concentrated.

Let Avery-Knodel tell you more.

*BMB Coverage: 50% to 100%, 36 counties—25% to 50%, 39 counties—10% to 25%, 37 counties

Atlanta's **WAGA**

A FORT INDUSTRY STATION

National Representatives—**AVERY KNODEL, INC.**

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • ATLANTA

5000 WATTS DAY and NIGHT • 590 KILOCYCLES

Respects

(Continued from page 48)

location on Fourth Street. For six months, he managed both WJJD and WSAI by commuting between Chicago and Cincinnati.

Morale is tops at WJJD because of Mr. Harre's "open door" policy.

"Anyone can come in the 'front office' and bat the breeze," he says.

As a result, he knows his associates intimately and is sure "no one needs a straw boss."

"Everyone at WJJD has a sense of responsibility. We have no need for double-checking here," he points out.

Youthful, well groomed and with a disarming smile, Art Harre might have broken into broadcasting through the talent door. At 14, he gave a piano recital in Chicago's famous Orchestra Hall. In high school, he dabbled in theatricals as well as athletics.

"I was the tallest Chinaman the *Mikado* ever had," he recalls. (Val Sherman, WBBM Chicago's program director, played the title role.)

Mr. Harre married the former Wilhelmina Alberta Meyer, a classmate at Hyde Park. Despite the fact Mrs. Harre's grandfather invented one of the first all-metal plows to be manufactured by the old Deering Harvester Co., none of the younger generation takes to the soil "except in a Victory Garden way."

One of Mr. Harre's big interests last fall was to watch the progress of 16-year-old Art Jr., on the gridiron. Playing fullback for the Harvard School for Boys, young Art made Chicago's all-city high school team. He was elected captain of the 1948 Harvard eleven. Two other sons, Richard, 11, and James, 7, attend Kenwood Grammar School on Chicago's South Side.

For recreation, Art Sr., "fools with motor boats" at the Jackson Park Yacht Club, does a lot of sailing on Ralph Atlass' yacht "WIND" (named for the station founded by Mr. Atlass), and plays badminton at the Chicago Athletic Association. He also belongs to the South Shore Country Club. Professionally, he is a member and former treasurer of the Chicago Radio Management Club and is affiliated with the New York Radio Executives Club.

While at U. of Chicago, he participated in interfraternity activities as a member of Delta Tau Delta.

WSYR Syracuse, N. Y., has set aside Thursdays and Fridays as Education Days when more than 100 state schools are invited to bring groups to studios for conducted tour and lecture.

OUR CROWNING GLORY

WRNL'S new and magnificent Radio center, now under construction, crowns 10 years of achievement for progressive WRNL. This station proudly serves the Old Dominion from the State's capital, RICHMOND—and its vital voice is heard in the powerful buying and selling markets of the great, productive South! . . . For crowning achievement in your own business — for your products, place your advertising with powerful, listened-to WRNL!

RICHMOND, VIRGINIA
910 ON THE DIAL
5,000 WATTS
WRNL

EDWARD PETRY & CO., INC.,
NATIONAL REPRESENTATIVES

MILK FIRM IN PHILLY ENTERS SPORTS RADIO

AMBITIOUS ENTRY into sports radio has been made by Supplee-Wills-Jones Milk Co., Philadelphia, which will sponsor play-by-play broadcasts of American and National League baseball games this year at Philadelphia's Shibe Park in a joint undertaking with the Atlantic Refining Co.

Sponsorship by the milk company of the Athletics' and Phillies' games will mark the first time they have had a local sponsor. Atlantic's co-sponsor of these games in recent years has been the Wheaties Division of General Mills. Arrangements for Supplee to team up with Atlantic were made by N. W. Ayer and Son Inc., advertising representative of both companies.

The baseball broadcasts, originating from WIBG Philadelphia, will be carried over a network of stations in eastern Pennsylvania, Delaware and New Jersey. Handling the play-by-play description will be Byrum Saam, who has been airing the games for Atlantic for the past ten years. He will be assisted by Chuck Thompson, with whom he worked during the 1947 season.

Supplee and Atlantic will split the approximately 160 games to be played at Shibe Park during the coming season, with each sponsoring about 80 contests.

Wm. Jenkins of Ferris Co. Dies at New York Home

WILLIAM H. JENKINS, executive vice president of the Earle Ferris Co. Inc., New York, public relations firm, died of a heart ailment at his home in New York City last Wednesday. Mr. Jenkins, who was 56, had been associated with the Earle Ferris Co. for the past year. Prior to that he was director of publicity for Young & Rubicam for 16 years. While there he established the Industrial Relations Bureau. Before that he was manager of the publicity department of N. W. Ayer & Son in Philadelphia.

Surviving are his wife, Dorothy Liberton, who is an executive with the Kudner Agency, and a son, William H. Jenkins Jr.

MEASURE RADIO NOISE
6-Months African Expedition Elaborately Equipped

THE HALLICRAFTERS Co., Chicago radio equipment manufacturer, is sponsor of an expedition into Africa, which will undertake, among other things, measurement of radio noise throughout the entire communications spectrum from sea level to heights of 15,000 feet in the Ruwenzari range of mountains.

Equipment, costing $280,000, includes air conditioned trailers (with electrified screens that will kill mosquitoes and other insects), and mobile photographic and scientific laboratories. Motor generators supply electric power not only for camp equipment but for shortwave transmission of radio signals so that communication can be maintained daily with the Hallicrafters shortwave station, W9CGC, in Chicago.

Noon and midnight noise measurements will be made in the Mountains of the Moon area for six months.

News

W. L. WILLIS Jr., former general manager of WSVS Farmville-Blackstone-Crewe, Va., has joined news staff of WRVA Richmond. He formerly was publicity director of WRVA before leaving to establish WSVS.

ARTHUR E. PATERSON Jr., formerly with Hartford Times and Nassau Daily Review-Star, has joined news bureau of WHLI and WHNY (FM) Hempstead, N. Y.

TOM CONWAY, member of news department of WONS Hartford Conn., has resigned.

WALTON FOSTER has been named news editor of KTXL San Angelo, Tex.

WALTER SHOTWELL, former editor of "Locker Operator," national magazine for frozen food industry, has joined news department of KRNT Des Moines.

UNITED PRESS Assn. newspaper and radio full leased wire services have been installed in newsroom of WJBK and WJBK-FM Detroit. New service supplements AP service as expansion move of station's news department.

EDWARD TOMLINSON, NBC commentator and adviser on Inter-American affairs, Feb. 9 left Washington for Caracas, Venezuela, where he was to be guest of Venezuelan government at inauguration of President-Elect Romulo Gallegos on Feb. 15. Mr. Tomlinson's regular NBC broadcast Saturday, Feb. 14, was scheduled to originate from Caracas.

RAY McCAY, newscaster and special events reporter for WATL Atlanta, and Georgia Radio Network, has resigned to become radio chief of southeastern area of American Red Cross.

GENE KELLY, sports editor for WIBC Indianapolis, has been assigned to WIBC evening newscasts. He will continue to handle play-by-play accounts for major sports events.

ELMO ROPER, noted public opinion analyst, Feb. 15 was scheduled to begin new weekly quarter-hour series, "Where the People Stand," on CBS, Sun. 2:45-3 p.m. Series is based on Mr. Roper's polls of average American's views on questions of national and international interest.

VIC FERGIE, night news editor of CKNW New Westminster, B. C., has transferred to CJAV Port Alberni, as news editor, and **BILL RAPANOS**, news editor of CJAV, has taken over post of night news editor at CKNW.

Publishing Firm to Open New Brunswick FM Outlet

HOME NEWS Publishing Co., publishers of the *New Brunswick* (N. J.) *Daily Home News*, has announced plans for an FM station to begin operation in the spring.

The station, WHNM-FM, will operate with 1 kw on 93.5 mc. channel 228. Elmer B. Boyd is president of the parent firm. Hugh N. Boyd is treasurer and general manager. An AM station is also planned.

YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .

YOU'LL NEED WKZO-WJEF TO REACH WESTERN MICHIGAN!

The quickest, most effective and most economical way to get your message to the people of Western Michigan is through WKZO-WJEF. First, because local reception is really unsatisfactory for outside stations, due to the wall of fading that surrounds this part of the State; second, because this CBS combination is *by far* the most popular of any of the thirty stations to which the people of Western Michigan ever listen!

One glance at the Spring, 1947 Hooper Report will convince you. It shows, for instance, that from 12 noon to 6 p.m. WKZO-WJEF's Share of Audience is 6.7% or more higher than *all* the stations of *any other network, combined!*

Would you like to see the Hooper Report? We'll be glad to send you one, if you'll write us. Or just ask Avery-Knodel, Inc.

---

*Michael Pecora walked one mile in 6 min. 27-1/5 sec. in New York City, Feb. 22, 1932.

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

WMOB'S

NEW

FACILITIES

MEAN

BETTER

LISTENING

AND

A WIDER

SERVICE

AREA

IN MOBILE

Ask a

BRANHAM MAN,

Today!

Allied Arts

LAURENCE K. MARSHALL, president of Raytheon Mfg. Co. since its founding in 1922, has been elected chairman of firm's board of directors. He is succeeded as president by **CHARLES FRANCIS ADAMS Jr.**, former executive vice president of Raytheon. Mr. Marshall will retain active part in management, firm said.

J. G. CROST, former counsel of Small Business Committee of U. S. House of Representatives, has joined Finch Telecommunications Inc., New York, Passaic, N. J., and Washington, as assistant to **CAPT. W. G. H. FINCH**, president of Finch. Mr. Crost previously was assistant to director of Office of Reconversion of Smaller War Plants Corp., and prior to war he did marketing work for Spiegel Inc., Chicago.

Mr. Crost

SIMON NATHANSON, editor in New York office of Radio Reports Inc., program monitoring service, has been appointed manager of firm's Detroit branch. **CARL A. HIRSCHFELD**, Detroit manager, has been transferred to Rockford, Ill., as head of that branch, and **JOHN J. FITZSTEPHENS**, New York monitor, has taken over Mr. Nathanson's post as New York editor.

ALLIED RADIO Corp., Chicago, has announced publication of its new 1948 172-page catalog, covering "everything in radio and electronics." Catalog may be obtained without charge from the firm at 833 W. Jackson Blvd., Chicago.

EMERSON RADIO AND PHONOGRAPH Corp., New York, has announced new low-priced table model video set with 10-inch screen. Price listed is $269.50 plus $55 installation. Known as Model 571, set is 16½ inches wide, 16 inches high and 20 inches deep.

WILLIAM J. MORLOCK, former manager of distributed products engineering section of RCA, Camden, N. J., has been appointed division engineer of Specialty Div., General Electric Corp., Syracuse, N. Y. **IRVIN R. WEIR**, who has been with GE since 1921, has been named designing engineer of GE Transmitter Div. Promotions in GE's Receiver Div. include **DONALD W. PUGSLEY**, former section leader for television receivers, who has been named engineer with responsibility for technical design of video receivers; **N. F. SHOFSTALL**, former designing engineer, appointed assistant division engineer; and **C. R. MINER**, former section leader for standard line and Musaphonic receivers, now designing engineer for technical design of Musaphonic, standard line, portable, contract and export receivers. Both Mr. Shofstall and Mr. Miner have offices in Electronics Park, Syracuse; Mr. Pugsley is located at GE plant in Bridgeport, Conn.

LEW LANDERS, veteran movie director, has been signed by Jerry Fairbanks Productions, Hollywood. Mr. Landers will handle new issues in "Public Prosecutor" video series which is scheduled to resume shooting end of February.

COMMAND RADIO PRODUCTIONS, Hollywood, has packaged "Three For Adventure" featuring Elliot Lewis, Barton Yarbrough and Jack Webb. Package is being handled by Polan-Rosenberg Agency, Hollywood.

D. H. JOHNSON, movie, radio and magazine writer, has joined Jerry Fairbanks Productions, Hollywood, as staff scenarist.

CLIFFORD E. HARRISON, former assistant to executive vice president of National Assn. of Mfrs., and member of executive staff of NAM for 13 years, has become a partner in Selvage & Lee, industrial public relations firm, with offices in New York, Chicago and Washington.

RICHARD G. CHRISTMAN, assistant manager of mercantile sales for United Airlines, has been promoted to manager of company's radio, theatrical, and entertainment sales division in New York. Mr. Christman will serve as United's contact man for radio, stage, and screen performers and their agents seeking air transportation.

SOUTHERN CALIFORNIA Radio & Appliance Assn. Inc. will sponsor ten-day first annual Los Angeles "All Electrical Exposition" Aug. 20-29 at Pan Pacific Auditorium, Los Angeles. Smith, Bull & McCreery, Los Angeles, will handle radio and general advertising and Jim Bishop & Assoc., that city, will handle publicity.

ROBERT LAWRENCE, former assistant studio manager for RKO-Pathe, New York, has joined Jerry Fairbanks Productions, Hollywood, as East Coast production manager, primarily concerned with television film.

HARRY JACOBS PRODUCTIONS, Hollywood, has closed its offices with shift to New York at 130 W. 57th St. **ALAN LAMPE** heads Spot Special, separate unit of Mr. Jacobs operations at same address.

SCHOOL OF RADIO TECHNIQUE, New York and Chicago, has opened Pacific Coast School in Rodney Gilliam Bldg., 6926 Melrose Ave., Hollywood. **FRANKLIN HAUSER**, director of school, will personally manage the West Coast branch. Assisting him on board of directors are **JOHN F. GILBERT**, New York radio producer, and **JOHN HOLLEY CLARK Jr.**, New York attorney. On board of advisers are: **RUSSELL JANNEY**, producer; **CHARLES KULLMAN**, Metropolitan Opera tenor; **BRUDE SMITH**, former assistant to Paul V. McNutt; and **EUGENE H. KING**, of WOR New York.

Mr. Hauser

HENRY DONOVAN TELEVISION PRODUCTIONS, Hollywood, Jan. 30 started initial weekly program "The Magic Lady" on KTLA Hollywood, featuring Gerrie Larson, woman magician. Fourteen shows are planned for the series. Mr. Donovan further plans to package the show for use throughout the country. Each telecast, scheduled to run 12 minutes, will be filmed in 16 mm black and white with sound. An open-end technique will be used in process.

GOULD-FRANK, New York firm handling industrial, commercial and personal publicity and promotion, has moved offices to larger quarters at 1 W. 42nd St. **ROBERT GOULD**, formerly in advisory capacity to firm, has joined **JOSEPH GOULD** and **MICHAEL FRANK** as partner in Gould-Frank.

DUDLEY COHEN, New York manufacturers' representative, has formed Walcon Co., 17 W. 60th St., New York, to produce high fidelity type stainless steel wire for recording machines. Production has been started in pilot plant and deliveries will start about March 15, Mr. Cohen announces.

GENERAL RADIO Co., Cambridge, Mass., has published bulletin titled "New Variac," giving information on its new line of continuously adjustable transformers.

DAVID FREDERICK, former director of sales promotion and advertising of CBS has joined Crossley Inc., New York market and opinion research organization, as a vice president. He also will direct sales and promotion for the firm.

Practicing Up

WFIL-TV Philadelphia is using Temple University's Model National Convention as a kind of "dry-run" for its production men and engineers who will telecast the two major political parties' conventions in the Quaker City this summer. Members of the video audience also will be given a taste of what is in store for them when a mock convention is staged by Philadelphia secondary school students Feb. 26 from Temple's Mitten Hall auditorium. WFIL-TV plans to televise both the morning and afternoon sessions of the model convention, which is sponsored by the Civic Forum League.

Turntable

JACK RICHARDSON has resigned as production manager of Standard Radio Transcription Services Inc., Hollywood.

RCA VICTOR, Camden, N. J., has launched new disc jockey service for some 850 independent stations throughout U. S. which previously were serviced directly by RCA Victor independent distributors. Under direction of **FRANK O'DONNELL**, service provides special pressings in advance of general release, in form of 10-inch, double-faced black vinylite records. Non-breakable samples are supplemented by dope cards containing background data on recorded artists and selections.

JIMMY WAKELY, western singer, has placed new transcribed 15-minute program, "Jimmy Wakely Show," on market. Program series comprises 39 open-end transcriptions.

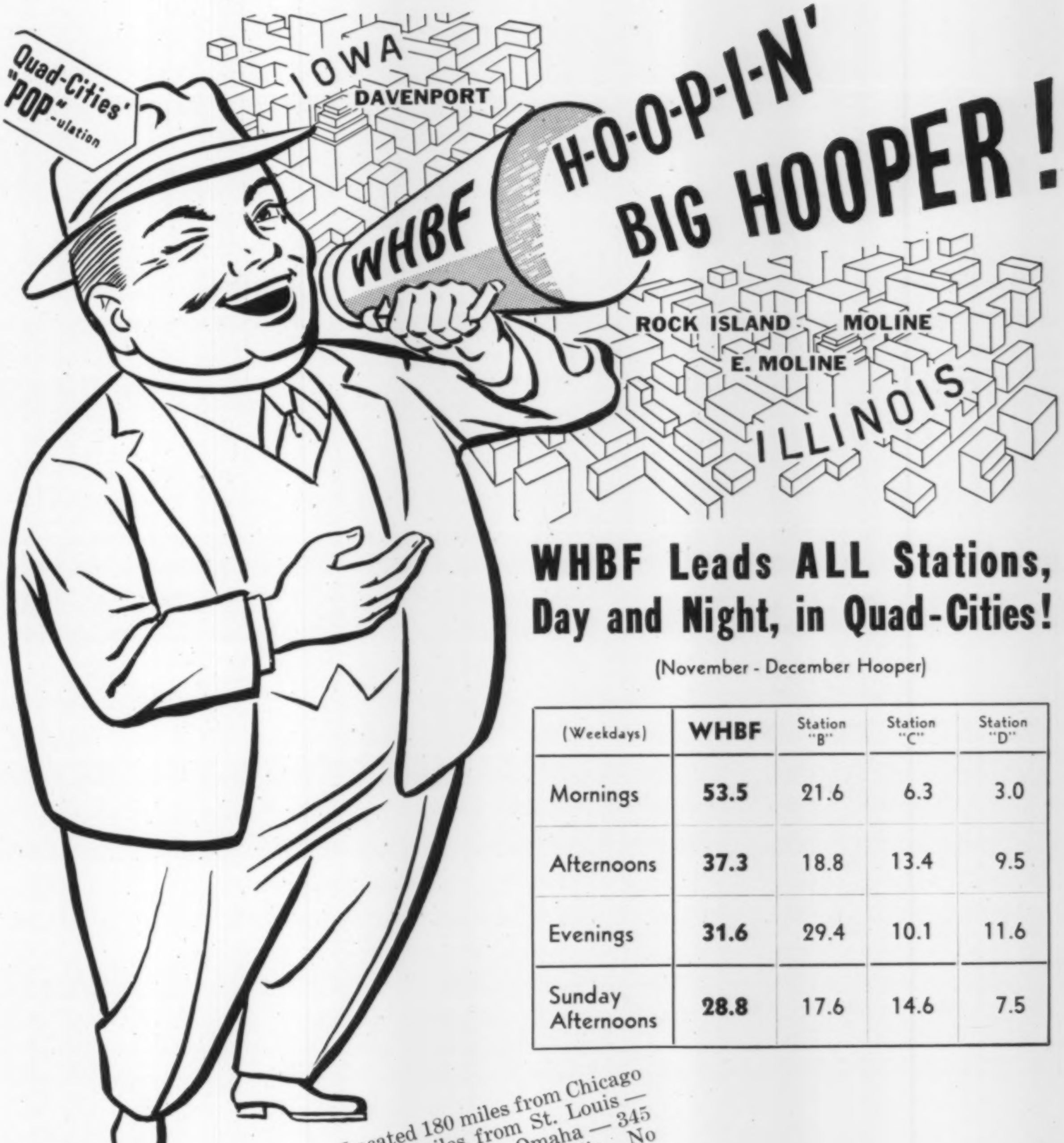
TEMPO RECORD Co. of America, Los Angeles, Feb. 1 issued cash dividend of $5 per share to all stockholders of record as of Jan. 25, 1948, according to **IRVING B. FOGEL**, firm president.

MAYFAIR TRANSCRIPTION Co., Hollywood, announces eight more stations have subscribed to its Alan Ladd "Box 13" show. Stations are: WJBO Baton Rouge; WHAV Haverhill, Mass.; WTCN Minneapolis; WFBC Greenville, S. C.; KRKO Everett, Wash.; and WOLF Syracuse.

Staff Members Selected By KBOW Butte, Mont.

STAFF assignments for KBOW, new 250-w CBS outlet in Butte, Montana, were announced last week by Bob Athearn, the station's manager.

Included were Bert Davis, formerly with the Merchant Marine, chief engineer; Don Anderegg, with various West Coast stations for the past several years, chief announcer; Art Collins, former Hollywood announcer, continuity director; Harold Engebretson, formerly with KXLO Lewistown, Mont., announcer-technician; Bill Dagg, announcer-sportscaster; George Fagan and Horst Burgman, salesmen; Ruth Sultzer, traffic manager; Helen Mike, secretary-bookkeeper; and Frank Reardon, president of Copper City Radio, the licensee corporation, handles national sales promotion. General Manager Athearn formerly served as KBOW program director and prior to that was music director at WHEB Portsmouth, N. H.


Quad-Cities' "POP"-ulation
IOWA
DAVENPORT
WHBF
H-O-O-P-I-N'
BIG HOOPER!
ROCK ISLAND
MOLINE
E. MOLINE
ILLINOIS

WHBF Leads ALL Stations, Day and Night, in Quad-Cities!

(November - December Hooper)

(Weekdays)	WHBF	Station "B"	Station "C"	Station "D"
Mornings	**53.5**	21.6	6.3	3.0
Afternoons	**37.3**	18.8	13.4	9.5
Evenings	**31.6**	29.4	10.1	11.6
Sunday Afternoons	**28.8**	17.6	14.6	7.5

Located 180 miles from Chicago — 250 miles from St. Louis — 320 miles from Omaha — 345 miles from Minneapolis. No outside station adequately covers the Quad-Cities.

QUAD-CITIES
IOWA
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

AM WHBF FM

Basic ABC
5 KW-1270 KC

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

BLAKE TABOR, chief announcer at KSGM Ste. Genevieve, Mo., has been appointed production manager and farm editor, replacing **BILL BULLINGTON**, resigned. Mr. Tabor also will retain his position as chief announcer. Mr. Bullington is joining a station in Lexington, N. C., as program director.

Miss Ross

ANNE ROSS, formerly with WTMJ and WTMJ-FM Milwaukee for seven years, has been appointed head of women's department of WMAW, new fulltime station under construction at Milwaukee. Drawing on background of acting, directing and teaching, Miss Ross will be featured on half-hour daily program of music and comments on WMAW. Miss Ross studied at Irvine Studio of Theatre in New York before going to London, where she attended Central School of Speech and Theatre. Returning to U. S., she appeared in summer stock and later became head of speech department at Mundelein College, Chicago.

DICK NELSON, formerly with KSTP Minneapolis-St. Paul, has joined announcing staff of WPEN Philadelphia.

Revere Replacement

REVERE CAMERA Co., which recently renewed for 52 weeks its weekly 8-8:15 p.m. (EST) segment on Mutual [BROADCASTING, Feb. 2], will sponsor a variety show, *The Revere All-Star Review*, beginning March 11. Cast will include Marion Hutton, Andy Russell, the Pied Pipers and Ray Sinatra's 12-piece orchestra. New program replaces the *Jan August Show*, which the Chicago firm has sponsored on MBS for the past year. Agency is Roche, Williams and Cleary, Chicago.

Production

Cop M.C.

SLEUTH TURNED MUSICIAN when Los Angeles patrolman Larry Cassidy invaded the airwaves recently (Feb. 2) with his "Dixie Raiders" on KFVD Los Angeles. The fulltime policeman is featured conducting a part-time five-weekly half-hour program of western music on the Los Angeles station.

KEVIN SWEENEY, assistant general manager of CBS Housewives Protective League unit, headed by **FLETCHER WILEY**, has resigned without disclosing future plans.

DON FISHER, formerly with WGL Fort Wayne, has joined announcing staff of WOWO Fort Wayne. He previously was with WSOY Decatur, Ill., WROK Rockford and WBBM Chicago. **JAMES NEWMAN** also has joined WOWO announcing staff.

IRVING SMITH, announcer and featured newscaster at WEEU Reading Pa., resigned Feb. 13 to become program director and chief announcer of WBUX, new station to begin operations soon in Doylestown, Pa.

WILLIAM TRAVIS, graduate of National Academy of Broadcasting, Washington, has joined announcing staff of WTUX Wilmington, Del.

TOM MAHONEY, formerly of CBS New York press information department, has been transferred to WCBS-TV New York. He will be on production staff of **"Missus Goes A-Shopping"** show.

JOHNNY MERCER has been signed for new CBS "Dinah Shore-Harry James Show" (Philip Morris) which started Feb. 13, according to officials of Biow Co., Hollywood agency handling account. Under agreement terms, Mr. Mercer will continue on program after four weeks' commitment period if it does not conflict with his recording, stage or film activities.

EDDIE CHASE, disc. m.c. of "Make Believe Ballroom" on KFVD Los Angeles, is preparing daily half-hour transcription of program for use on 11 midwest stations, including Chicago.

ROBERT PTICE has joined announcing staff of WAYB Waynesboro, Va. He is graduate of National Academy of Broadcasting, Washington.

JACK ENO, announcer at WKBW Buffalo, is the father of a girl, Nancy Elizabeth, born Feb. 6.

H. DONALD SPATZ, continuity director of WFBR Baltimore, has been appointed instructor of radio script writing at Johns Hopkins U., Baltimore.

JOHN GUEST, formerly with WOWO Fort Wayne, has joined announcing staff of WGAR Cleveland.

WARREN JOHNSTONE, announcer at CKNW New Westminster, B. C., has taken several months' leave of absence for health reasons.

MAHLON MERRICK, musical director of NBC "Jack Benny Show," and Gene Lieber are to be married Feb. 17 at Beverly Hills, Calif.

JACK BENNY, star of his own NBC show, will serve as m.c. of Photoplay Gold Medal Awards Dinner Feb. 16 at Beverly Hills (Calif.) Hotel.

DARYL McALLISTER, sound man of NBC Hollywood, has been named producer. He replaces **BRUCE KAMANN**, resigned.

CRAN CHAMBERLAIN, assistant director of program writing for CBS Pacific Network, is the father of a girl born Feb. 3.

BOB SHANNON, announcer-m.c. has started two new programs on two Los Angeles stations—"Today's Best Buys" twice weekly on KHJ, and "Voice of the Neighborhood" three times weekly on KMPC.

LARRY SHIELDS and **ERNEST FORD**, former program director and chief announcer, respectively, of KFXM San Bernardino, have joined KOH Reno.

CHARLES REZNIKOV has joined WEPM Martinsburg, W. Va., as announcer. He is graduate of National Academy of Broadcasting, Washington.

HAL MOORE, disc m.c. at WCAU Philadelphia, is the author of an article in current American Home Magazine on making party favors for children from hard candies. His article is titled, "Stick 'Em Up!"

TOM McGOVERN, former announcer with KBST Big Spring, Tex., has joined announcing staff of KROD El Paso. **RICHARD STEPHENSON** and **MARTHA BULLINGTON** also have joined KROD as continuity writers.

FRANK TOAL and **MICHAEL DEDISCHEW**, both graduates of National Academy of Broadcasting, Washington, have joined announcing staff of WSVA Harrisonburg, Va.

ROBERT HUDSON, CBS director of education, is scheduled to leave New York Feb. 25 for three-week "talent search" in St. Louis, Los Angeles, Oklahoma City, San Francisco, Seattle, Portland, Denver, Chicago, and Toronto. Mr. Hudson's mission is to line up speakers in those cities who are sufficiently informed on world affairs to take part in future CBS opinion programs, network said.

PAUL PATRICK, former chief announcer and sports director WLCX La Crosse, Wis., has been named program director of KICM Mason City, Iowa.

BARTON WILSON has joined announcing staff of KTXL San Angelo, Tex.

ED HERLIHY, m.c. of "Honeymoon in New York" on NBC, is the father of a boy Anthony, born Feb. 4, in New York City. Mr. Herlihy sent sets of five cigars to radio editors throughout the country celebrating the event.

MICHAEL RANDOLPH, former record m.c. with WTIP Charleston, W. Va., has joined WBTH Williamson, W. Va., in similar capacity.

W. G. SMALL, continuity chief of WMOU Berlin, N. H., is the father of a girl, Priscilla Jean.

DALTON E. NELSON, formerly with KREM Spokane, Wash., has joined KMBC and KFRM(FM) Kansas City, Mo., as writer.

CHARLES "Chris" CHRISTENBERRY, veteran in aural radio, television and theatre circles in New York as writer and producer, has joined WRDW Augusta, Ga., as music-production director.

DON BELL, record m.c. at KRNT Des Moines, was voted "favorite dis jockey" by students of Iowa State College, Ames, in January poll to determine favorite radio musical programs. Mr. Bell also is the father of a boy, born Jan. 18.

LITTLE GEORGE THOMAS, whose 5'4" frame is the smallest on announcing staff of WCAU Philadelphia, has to have plenty of amplitude to reach the altitude of his co-workers, 6'7" Harry Fleetwood (l) and 6'9" Bill Hart (r), two of the tallest men in the radio business. WCAU's eight-man announcing staff averages 6'2", believed to be among the country's tallest announcing staffs.

FIVE PHOENIX stations cooperated to provide listeners with on-the-spot broadcasts and up-to-the-minute scores during the recent $10,000 Phoenix Open Golf Tournament, sponsored by the Thunderbirds, special events group of Phoenix Chamber of Commerce. Pictured in action are (l to r): Paul Hughes, KTAR; Bob Morris, KPHO; Ed deForrest, KRUX; Lew Lowry, KOOL; and Ed Janney, KOY.

KATE CLINCHES OUR COVERAGE CLAIMS!

Kate Smith (bless her big heart!) helps prove that KQV's new *daytime* signal has big muscles too! When Kate made a calendar offer on her Mutual show at 12 noon recently, we were flooded with replies *from 373 nearby communities!* That's the tailored, waste-proof coverage you're looking for in the rich Pittsburgh industrial market.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network • Natl. Reps. WEED & CO.

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Make Each Record a

"Personal Appearance"!

—with precision control of recording quality

Listen critically: Your station is on the air. There's your announcer's voice . . . the opening music . . . the song . . . the chatter. Is it a 'live' or a 'recorded' program? Not even your trained ears should be able to tell!

Today, truly professional recording reproduces all of the quality and natural beauty of music or speech with full naturalness. It keeps the original sound alive.

You can sum up the reasons for the unexcelled 'live' performance of the Fairchild Unit 523 Studio Recorder in one simple statement: It provides a maximum flexibility of mechanical operation that permits the operator to secure unexcelled quality of reproduction. Fairchild provides instant, infinite variation of pitch from 80 to 160 lines-per-inch by means of a unique planetary-driven lead screw. Operation is controlled by a single, easily accessible knob, as illustrated at the left. This makes it possible to record a very loud passage at 90 lines-per-inch and to follow it with soft passages at 120 or 130 lines-per-inch without dial twisting or the danger of overcutting the next groove.

Timing is accurate to a split-second. Operation is 'WOW'-free. Turntable noise, rumble and vibration are non-existent. And the performance of the Fairchild Unit 541 Magnetic Cutterhead – which is standard equipment on the Unit 523 Studio Recorder—has been engineered for full dynamic range; minimum distortion content and broad frequency range. Want more details? Address: 88-06 Van Wyck Blvd., Jamaica 1, N. Y.

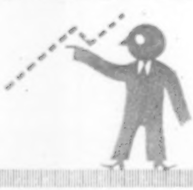
© 1947 F. C. AND I. CORP.

Studio Recorders
Magnetic Cutterheads
Transcription Turntables
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifiers

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM SOUND EQUIPMENT FM

Agencies



ALFRED ROONEY, most recently executive vice president and general manager of Daniel B. Minor Co., Los Angeles, and before that with Foote, Cone & Belding in executive capacity, has joined Lennen & Mitchell, as vice president in charge of its West Coast office in Beverly Hills, Calif. Mr. Rooney will supervise agency's complete West Coast operation. **MANN HOLINER**, first vice president, continues in charge of all agency's radio activities.

Mr. Keesely

NICK KEESELY, formerly with CBS and MBS as program sales manager and prior to that talent buyer, producer and account executive with N. W. Ayer & Son for 15 years, has been appointed radio and television chief for Sam Jaffe Agency. He assumed his new position in Hollywood Feb. 15 and will maintain offices both in Hollywood and New York.

JOHN C. GOURLIE, for 17 years with J. Walter Thompson Co., Detroit and New York, is new publicity director of St. Georges & Keyes, New York.

RICHARD A. HALDERMAN, former sales manager and buyer for Los Angeles division of Atlantic & Pacific Tea Co., has joined Young & Rubicam, Hollywood, as merchandising supervisor. He will be concerned with merchandising activities of Hunt Foods Inc. and Bireley's Div. of General Foods Corp. accounts.

CHARLES H. FUREY has been appointed radio director of Peck Adv., New York. He formerly was radio director at Roy Durstine Inc., and also was with Bermingham, Castleton & Pierce Inc., both New York agencies.

THOMAS H. MOORE JR. has been appointed head of radio and television department and member of planning committee at Cowan & Dengler Inc., New York. Mr. Moore formerly was program coordinator at WOIt New York for six years, and previous to that was in radio department at J. Walter Thompson Co., New York, for seven years.

RODNEY ERICKSON, radio executive with Foote, Cone & Belding, New York, effective March 15 joins Young & Rubicam, New York, and will take charge of the "We The People" program. He succeeds **LESTER GOTTLIEB** who has joined CBS as a producer [BROADCASTING, Feb. 9]. **TED ADAMS** will continue to direct the program.

WHITNEY HARTSHORNE, with Erwin, Wasey & Co. for three years, has been transferred from New York to Los Angeles office. He will serve as traffic manager, same position he held in New York. **ROBERT WALKER**, a member of traffic department, has assumed Mr. Hartshorne's duties in New York.

CLAIRE BURCH and **MILICENT WALLMAN** have joined publicity department of Lester Wolff Inc., New York. Miss Burch formerly was with Reuben-Donnelly, and Miss Wallman was free-lance writer.

GEORGE M. BURBACH Jr., formerly with McCann Erickson and NBC, New York, has joined Federal Adv., New York, as assistant radio director. He succeeds **BEN POTTS** who has resigned to manage a poultry business.

LEWIS TITTERTON, radio director of Compton Adv., New York, is in Hollywood for three days conferences with **FLOYD HOLM**, head of agency's Holly-i office.

HENRY L. SONDHEIM, formerly with Raymond Spector Co., New York, has joined Gerald Lesser Inc., New York, as media director.

JOSEPH A. HORGAN, account manager at O. S. Tyson & Co., New York, has assumed duties of **SAMUEL J. McGARVEY**, media director, while the latter is recuperating from a recent illness. Mr. McGarvey is taking a three months leave of absence.

CHARLES E. BALLARD and **CHARLES C. WALTER** have been named partners of E. M. Freystadt Assoc., New York. Mr. Ballard, with the company for 10 years, also is secretary. Mr. Walter was recently appointed treasurer of the organization.

YOUNG & RUBICAM has moved its Mexico City office to larger quarters. New address is Edificio Jalisco at Ejido 7, Sexto Piso, Mexico, D. F.

L. DONALD GILMORE, former advertising manager of Dennison Mfg. Co., Framingham, Mass., has joined Badger & Browning Inc., Boston, as service manager.

Mr. White

L. E. (Pete) WHITE Jr., former vice president and radio director of Gibbons Adv., Tulsa, Okla., has established his own agency, White Adv., in Tulsa. New agency offers complete agency service in various media including radio, plus public relations and merchandising counsel, and radio production. Offices are in Pythian Bldg., 5th and Boulder, Tulsa.

TED LEVY Adv., Denver, has moved to new location in Insurance Bldg., 14th and Champa Sts., suite 515. Telephone: Main 7133.

G. W. (Pat) WAGNER, production manager of Doe-Anderson Adv., Louisville, has been appointed media buyer for that agency. **JACK B. PETERKIN** has succeeded Miss Wagner as production manager.

CHRIS LYKKE Assoc., San Francisco, has moved to larger offices in Monadnock Bldg. Following have been added to the staff: **CURTICE CLARK**, former day city editor of San Francisco Chronicle, and **WILLIAM BECKER**, former account executive for Botsford, Constantine & Gardner, same city.

J. H. DIAMOND & Co., San Francisco, announces it has resigned the account of Weibel Champagne Vineyards.

SOUTHERN CALIFORNIA Adv. Agencies Assn. has elected these new members: Hixson-O'Donnell Adv., Steller-Millar-Ebberts, both Los Angeles, and Douglas Adv., Santa Monica.

BILL HARVEY, of Lambert & Feasley Inc., New York, is in Hollywood conferring on CBS "Abe Burrows Show" and looking over possibility of establishing Hollywood office for agency. Mr. Harvey has opened temporary offices in Mays & Bennett Co., 412 W. 6th St., Los Angeles.

ARNOLD Adv. Agency, Phoenix, has moved to larger quarters at 821 North First St.

DANA H. JONES, president, Dana Jones Co., Los Angeles, has been elected president of Los Angeles Better Business Bureau.

SHIRLEY ELLENBOGEN, who has been in newspaper field for past several years, has joined Roy Bernard Co., New York, as an account executive.

ANNETTE KENNELLY, former timebuyer of Arthur Meyerhoff & Co., Chicago, has joined Olian Adv., Chicago, in similar capaciy, replacing **ARMELLA SMERGE**, retired.

JAMES McFADDEN, radio director of McKee & Albright Inc., Philadelphia, is in Hollywood for few weeks' conferences regarding NBC "Jack Carson Show."

ROY S. DURSTINE Inc., will open Los Angeles offices in near future, as soon as suitable office space can be found [Broadcasting, Jan. 26]. Agency is temporarily quartered in William G. Rambeau Co. offices, 6725 Lafayette Park Place, Los Angeles.

MAX GOLDBERG, head of Max Goldberg Adv., Denver, was saluted coast-to-coast Jan. 25 on NBC "Fitch Bandwagon" program, when Phil Harris, star of show, thanked Mr. Goldberg for ar ranging and publicizing recent appearance of Jack Benny show in Denver t launch city's 1948 March of Dimes campaign.

WILLIAM D. STRUBY, formerly wit Grant Adv., New York, has joine merchandising department staff c Dancer-Fitzgerald-Sample, New York.

HAROLD WALTER CLARK Inc., Denver, has been elected member of Amer can Assn. of Adv. agencies.

LES HANNAH, who formerly operate his own agency, Hannah Adv., Sa Francisco, has closed his agency t join Blow Co. as San Francisco manager.

JUNE DE BODE, formerly in copy department of "This Week In Sant Barbara" magazine, Santa Barbar Calif., has joined Ernest N. George Co Los Angeles, in similar capacity.

E. ROSS HUMPHREY & Assoc., Chica has moved offices from 505 N. Michiga Ave. to 330 E. Grand Ave.

AL KABAKER, West Coast manager o Dancer-Fitzgerald-Sample, Hollywood and Bobbe Wenck were married Feb.

JOINT PROMOTION

WPEN and Its Owner, Sun Ray Drug, Launch Big Drive

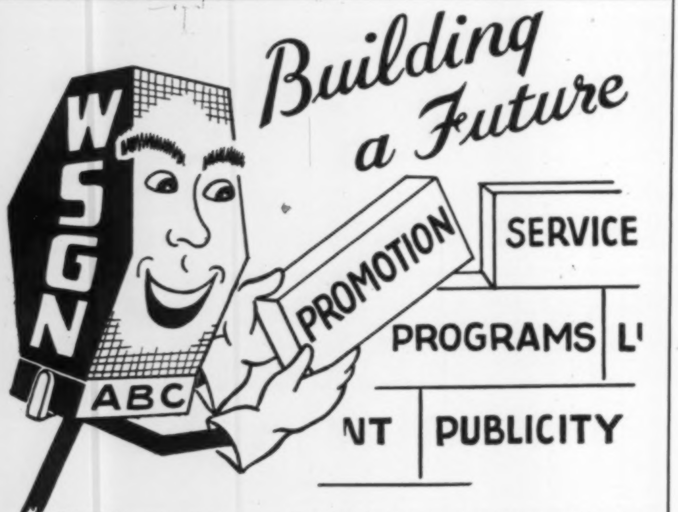
WPEN Philadelphia has started a ambitious campaign to tie in promotionally with its owner, Sun Ra Drug Co. First move in the campaign is the placing of colorf sponsor identification posters in th 140 Sun Ray stores.

The signs are prominently featured on Sun Ray counters and i windows. Beneath them are th products advertised over WPEN.

The station announced it has undertaken the merchandise-poster stunt with the aim of attractin new sponsors.

Other joint WPEN-Sun Ra promotions include the preparatio of 400 full-color posters advertising programs. The posters, also displayed in the stores, feature pictures and "come-on" copy on eight WPEN shows. In addition, stories and pictures on station personaliities will be printed in the Sun Ray house organ, which is read by more than 3,000 employes.

ATTENDING a reception given in her honor, Joan Davis, screen actress and radio star of her own program, *Joan Davis Time*, cuts up with Lou Terry, sales manager of Canadian Ace Brewing Co., Chicago sponsor of CBS co-op program. Reception for Miss Davis was held at Chicago's Seneca Hotel by sponsor in connection with her recent broadcast from Chicago.



WSGN's aggressive promotion helps put your product in the market now. But better still, it attracts listeners *and buyers* for the future. In promotion, publicity, programs and service, WSGN is Alabama's leading station!

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN-FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama
Headley-Reed, National Reps.

I'M WORTH A COOL

Three Billion

in effective buying income

You're face to face right now with one of the two and a half million people who live in the area covered by WGAR's 50,000 watts power.

Proud? Sure they are. And why not? Their effective buying income is more than *three billion dollars!* They are alive to what's going on, active in their reactions, quick to do something about it.

Your advertising message will bring rich returns when it reaches this audience . . . an audience earning enough and yearning enough to want the things you are selling . . . an audience most economically and effectively covered by WGAR, the station which reaches *40% of Ohio's buying power.*

50,000 WATTS
BASIC CBS
CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION *in Cleveland . . . in Akron . . . in Canton*

Represented Nationally by EDWARD PETRY & COMPANY

OHIO
N.YORK
KANSAS
ALABAMA
PENNSYL

When 1948 brings important events...

Get long-period coverage with a "MAGNETONE" Magnetic Recorder

To cover the news-making events of '48, or to develop special programs for rebroadcast, the "MAGNETONE" is unequaled. This highly professional magnetic recorder has been especially designed for quick, accurate and *controlled* recording and playback.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire re-used any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in ½, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

Outstanding characteristics of the Model BK-303 "MAGNETONE" are its fast rewind, fast forward speed, and constant recording speed which permits any section of a recorded program to be spliced into any other section without impairing the faithful reproduction. See and hear the "MAGNETONE" . . . compare it with any magnetic recorder in America.

Write today for complete specifications

THE Brush DEVELOPMENT COMPANY

3405 Perkins Avenue • Cleveland 14, Ohio, U.S.A.
MAGNETIC RECORDING DIV. • ACOUSTIC PRODUCTS DIV.
INDUSTRIAL INSTRUMENTS DIV. • CRYSTAL DIVISION

Sponsors

IRVING HARRIS, vice president in charge of advertising and merchandising of Toni Co.'s Chicago office, has taken over duties of public relations formerly held in part by **R. N. W. HARRIS**, president of Toni. **RAYMOND E. REED**, formerly with Warner-Hudnut Co., has been appointed vice president in charge of research and development.

MAINE DEVELOPMENT COMMISSION has signed with Yankee Network for series of one-minute participations in Mon., Wed., Fri. 8-8:10 a.m. editions of Yankee Network News Service broadcasts. Contract is for 13 weeks. Agency; Brook, Smith, French & Dorrance, New York.

JOSEPH L. ANDREWS has been appointed sales and advertising director of Cresta Blanca Wines Div. of CVA Corp., New York. He formerly was vice president of Schenley Import Corp., New York.

EAGLE PENCIL Co., New York, has appointed Irwin Vladimir & Co., New York, to handle its export advertising. Advertising plans are being drawn up at the present time.

WHITE ROCK Corp., New York, has started concentrated spot campaign in its newest franchise area, Miami and Palm Beach, Fla. Chain breaks and one-minute jingles are heard in Miami on WIOD WQAM WGBS and WKAT, and in Palm Beach on WEAT WJNO and WIRK. Sixteen time signals per day are being used on WWPB Miami. Agency: Kenyon & Eckhardt, New York. Contracts on stations for the campaign are "until forbid." As new franchise operations are opened in different areas campaign will be extended.

ROBERTSON CANDY Co., New York, has appointed Bermingham, Castleman & Pierce Inc., New York, to handle advertising. Spot radio and television are planned. **RAY OVINGTON** is account executive.

DOUGHTON SEED CO., Jersey City (Faith Lawn grass seed), has appointed A. W. Lewin Co., Newark, N. J., to handle advertising. Firm will sponsor "Gardening With Gamblin," 30-minute Saturday morning program on WOR New York, and will use participation spots on "Kiernan Corner" on WJZ New York, and one-minute spot announcements following newscasts on WHDH Boston.

GIL RALSTON, Procter & Gamble Co. director of nighttime radio, is in Hollywood for two weeks, overseeing Hollywood originations.

STAR OUTFITTING Co., Los Angeles (department store), Jan. 29 started two weekly video spots on KTLA Hollywood to advertise television receivers. Campaign is for 13 weeks. Agency: Mayers Co., Los Angeles.

BARKER BROS. Corp., Los Angeles (retail furniture), Feb. 2 started 52 week spot campaign on three Los Angeles stations, KFI, KECA and KHJ. Agency: Mays & Bennett, that city.

BROWNSTEIN & LOUIS Co., Los Angeles (Hendan Shirts), Jan. 27 started one weekly fifteen-minute video participation on KTLA Hollywood. Contract is for 26 weeks. Agency: Mayers Co., Los Angeles.

TV Response

GOOD RESPONSE to special give-away offer made only on television has been reported by WTMJ-TV Milwaukee. Gimbels Department Store offered sample lipstick and pad of lipstick tissues to any person asking for them at store's cosmetic counter next day. Offer was made on WTMJ-TV's "Gimbels Views the News" program, 8:15-8:30 p.m. Store reports that 306 persons asked for the give-away the following day. According to recent survey by Cramer-Kasselt Adv., Milwaukee, there are some 1,000 sets in the area.

ONE OF LARGEST blocks of time sold in the area of WPAR Parkersburg, W. Va. resulted from this meeting. A. L. Greiner (seated), president of Greiner Baking Co. of Parkersburg, contracts with WPAR for sponsorship of four newscasts daily, seven days a week, and Mon.-Fri. 15-minute hymn-singing program. Smiling approvals are (l to r): Sherman Grimm, WPAR program director; Frances Inslee, account executive; and George H. Clinton, station's vice president and general manager.

NATIONAL BISCUIT Co., New York (Nabisco Shredded Wheat), has renewed for 39 weeks "Breakfast With Bill" on full Yankee Network, Mon., Wed., Fri. 8:15-8:30 a.m. Agency: McCann-Erickson, New York.

DR. HISS FOOT CLINIC, Los Angeles, currently carrying its weekly half-hour "Clinic Forum" on four southern California stations. Feb. 7 started the program on KFWB Los Angeles. Contract is for 52 weeks. Agency: Honig-Cooper Co., that city.

BENJAMIN MOORE & Co., Toronto (paints), has started weekly decorating talks on CHML Hamilton, CFRA Ottawa, and CFRB Toronto, for 13 weeks. Agency: St. Georges & Keyes, New York.

CANADIAN CANNERS Ltd., Hamilton (canned foods), has started February spot announcement campaign in major Canadian markets. Agency: F. H. Hayhurst Co., Toronto.

HOFFMAN RADIO Corp., Los Angeles (radios, radio-phonographs), has appointed Dan B. Miner Co., that city, to handle advertising. **DANIEL W. LAYMAN Jr.** is account executive.

GENERAL ELECTRIC SUPPLY Corp. has appointed Ross, Gardner & White, Los Angeles, to direct advertising in Southern California area. Aural radio and television spots will be used. **FRANK RHYLICK** is account executive.

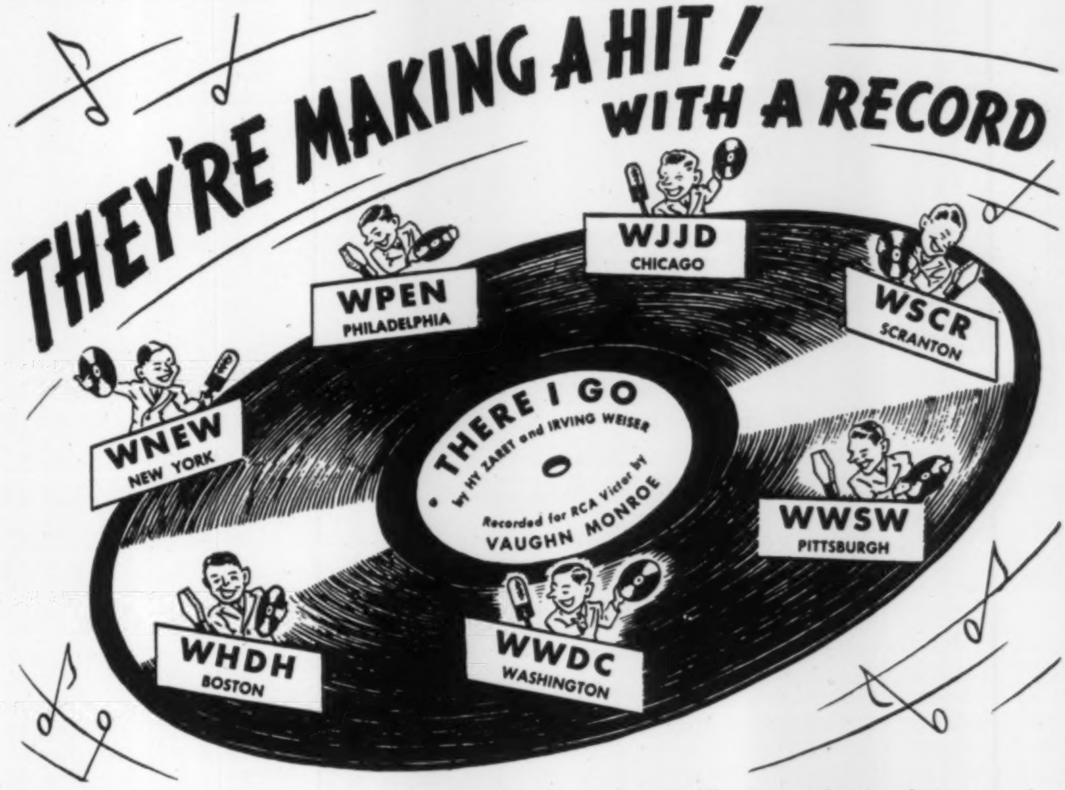
ENNIS MOTORS, Milwaukee dealer of used cars, has signed with WTMJ-TV Milwaukee for sponsorship of "Sportsman" video program, Sun. 8:30-8:45 p.m., started Feb. 15. Contract is for 13 weeks. Ennis will use films for all commercials.

GEORGE WESTON Ltd., Toronto (biscuits), has started twice-daily, five times weekly one-minute announcements on number of Canadian stations: Agency: Alford R. Poyntz Adv., Toronto.

WESTERN SAVINGS FUND SOCIETY, Philadelphia, has signed for 13 week series of spots on WPTZ (TV) Philadelphia. Agency: Geare-Marston Inc., Philadelphia.

RICHARD I. ROBINSON, former advertising manager of Phillips-Jones Corp., New York, is new assistant advertising manager for Benrus Watch Co., New York.

COLGATE-PALMOLIVE-PEET of Canada, Toronto (Vel), has started spot announcement campaign daily on number of Canadian stations. Agency: Harry E. Foster Agencies, Toronto.


THEY'RE MAKING A HIT! WITH A RECORD
WJJD
CHICAGO
WPEN
PHILADELPHIA
WSCR
SCRANTON
WNEW
NEW YORK
THERE I GO
by HY ZARET and IRVING WEISER
Recorded for RCA Victor by
VAUGHN MONROE
WWSW
PITTSBURGH
WHDH
BOSTON
WWDC
WASHINGTON

Yes, they're making a hit . . . these seven prominent independent stations. They're conducting their own private campaign and demonstrating the impact of radio performances in making song hits. And they're doing it with a record!

Working as a team, these seven broadcasters selected a song popular in 1940 — a song that hadn't been performed to any great extent for more than seven years. The song: "THERE I GO"—by HY ZARET and IRVING WEISER—*Recorded for* RCA Victor *by* VAUGHN MONROE.

WNEW, New York conceived this idea of proving radio's effectiveness in making popular song hits thru independent stations' programs. Five to ten performances of this Vaughn Monroe record each day, for a period of several weeks, by each of these seven indies, brought about these

RESULTS

1. **Dealer demands for the record convinced RCA Victor that "THERE I GO" should be re-pressed and re-issued.**
2. ***Within three weeks* more than 100,000 records were sold in the market areas of these seven stations.**
3. **Growing public demand is evidenced by more and more performances in juke boxes.**
4. **Name artists are filling numerous requests with performances of the song on their network shows.**

MELLIN MUSIC TAKES OVER "THERE I GO"

With the revived interest in "THERE I GO," publisher Bobby Mellin, an affiliate of BMI, has taken over the song to exploit it nationally.

BMI, original publishers of "THERE I GO," extends to
WPEN, WJJD, WSCR, WWSW, WHDH, WWDC and to WNEW
its appreciation and thanks for demonstrating
THAT RADIO CAN WORK FOR RADIO

BROADCAST MUSIC, INC. 580 FIFTH AVENUE, NEW YORK 19
NEW YORK • CHICAGO • HOLLYWOOD

T. **HARRISON MOONEY**, former sales promotion man with Dun & Bradstreet Inc., has joined WPEN Philadelphia, in beginning of expansion of the outlet's advertising, promotion and merchandising activities. Mr. Mooney, who will work under **WILLIAM B. CASKEY, WPEN** assistant to manager and director of advertising and promotion, will specialize in preparation of ads and brochures on WPEN programs and personalities. He also will work with Mr. Caskey on other phases of WPEN promotion and advertising activities.

IMOGENE STANLEY, former feature writer in State Dept. Office of Inter-American affairs, motion picture scripter, and New York Daily News reporter, has joined WOAI San Antonio, as publicity director, replacing **YOLANDE TEAGUE**, resigned.

RAY STARR, announcer and record m.c. at KAYX Waterloo, Iowa, has been appointed to newly-created position of director of publicity.

WNAO Daisy

WHIITE DAISIES are being distributed to the trade by WNAO Raleigh, N. C., as teaser campaign for story "to come." Single, white daisy in cellophane package has attacked card reading: "The story on WNAO—Radio Raleigh—is coming! Get it all—it's a daisy!" Card is signed by Dudley Tichenor, general and commercial manager.

WBOC Brochure

SOUVENIR brochure has been prepared for listeners and the trade by WBOC and WBOC-FM Salisbury, Md. Titled 'This Is Del-Mar-Va's Own Radio Voice," book presents pictures of station's studios, transmitter, control rooms, and two-page spreads of individual shots of staff members. Back section of album contains photos of national personalities heard on stations.

Advance Bulletins

AS ADDITIONAL promotion for program, "This Week in the State House," heard weekly on WLAW Lawrence, Mass., station is mailing advance bulletins to the 300 members of Senate and House of Massachusetts Legislature. Program features top news developments from legislative angle presented by people active in field. Bulletins sent to state congressmen contain names and topics of speakers to appear on the WLAW show.

Promotion

PART of taxis in Tulare, Calif., line up before beginning the day's run to display wide acclaim of KCOK, Mutual-Don Lee outlet in Tulare. Station arranged to use promotion material on large fleet of local cabs and reports that campaign has been effective means of covering the area.

'This Is WGAR'

PICTORIAL album of staff members, facilities and activities of WGAR Cleveland has been prepared by that station in answer to listeners' requests. Some 150,000 copies of the 16-page book have been distributed in Greater Cleveland and to the trade. Blue-tone cover, headed "This Is WGAR . . . Going Forward With Radio," presents drawing of station's studios and towers. Portraits of WGAR staffers appear throughout and center spread displays two-page picture of entire staff. Section marked "This Was Only the Beginning," shows scenes in station's studios in 1930, and is followed by shots of WGAR's modern operating plant. National stars heard on WGAR also are pictured along with scenes of special events and local-originated programs.

CKLW

can put

YOUR BRAND

Over

for LESS

in the

Detroit Area!

THE LOWEST RATE of
ANY MAJOR STATION in the AREA

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & Co.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

Katz Report

FOUR-PAGE summary of women's participation programs on Katz represented stations has been prepared and issued by The Katz Agency, New York, to help timebuyer. Summary gives at a glance the basic facts about women's shows—the program format, talent, number of sponsors acceptable per broadcast, treatment of commercials, and rates on the Katz represented stations.

First Milestone

BIRTHDAY announcements have been sent out by **WEAW(FM)** Evanston, Ill. on occasion of its first anniversary. Two-fold sheet announces "It's Our Birthday! WEAW(FM) has finished its first year 'serving the North Shore and Metropolitan Chicago.'" Accomplishments of station are listed in statements under heading, "A Year of Progress." Emphasizing FM, left-hand side of page is lined with letters "FM" repeated in bold-face type.

KFMJ 'Smile Song'

TITLE of hit song, "Oh, What a Beautiful Day," from Broadway musical "Oklahoma" is used as catch-line on promotion folder issued by KFMJ Tulsa, Okla. Light-blue folder, headed "Oh, What a Beautiful Day" on KFMJ, presents "Monday Morning's Smile for [name of recipient]." Four-verse song, "The Smile," with clever lyrics is printed on inside page. Opposite page displays pictures of KFMJ's owner, general manager and station manager, and section headed "The Fact" which emphasizes selling power of station's spot announcements. Back page contains testimonials from local sponsors.

SESAC Valentine

"TRYING to decide what to give your station for Valentine's Day?" SESAC answers that question in its latest addition of "SESAC Music" by suggesting to station managers that ideal gift is SESAC transcribed library-program service—"all wrapped up in a complete package for the heart of your programming." SESAC signature cut is featured on front of bulletin holding Valentine package on tray. News of organization and current selected publications are presented in four-page issue.

WDNC Good News

"CORKING Good News" is announced by WDNC Durham, N. C. with its change of frequency and increase in power. Continuing its series of promotion cards, station has distributed placards, with small cork attached, headed "[cork]-ing Good News . . . engineers are busy testing WDNC's new 5000-w transmitting equipment . . . final step before actually uncorking that higher power . . . greater power and greater service. . . ."

Winning Hand

FIVE ACES is a winning hand in any game, and KLZ Denver is capitalizing on the trick in its latest promotional gimmick. Seven cards, all marked ace of spades and attached together at bottom, have been distributed to the trade by station. Top card, marked "5 Aces in This Hand," is followed by five cards, each displaying reproductions of awards won by KLZ. Final card states: "Five ace reasons why KLZ advertisers have a winning hand . . . consistant national recognition in all fields of radio . . . adds up to popularity for KLZ and results for the sponsor."

MBS Report

SOME 2500 copies of "Report for 1947 of Outstanding Broadcasts in the Public Interest" have been distributed by MBS. The 80-page report, with introduction by MBS President Edgar Kobak, was mailed to station managers, trade papers, business and radio editors, station stockholders, and congressmen.

'Travelers' Contest

CONTEST designed to entertain home listeners and enable them to share in program's prizes has been launched by ABC's "Welcome Travelers" show. Each day in two widely separated communities. "Ivory Snow Traveler" and "Crisco Traveler," representing two products advertised, select random list of 25 telephone numbers in local d rectories. If person called answe "Welcome Travelers" to question "Wha program is this?" he then is aske another question similar to those aske on broadcast concerning telephone sub scriber's hometown. Correct answer t query entitles home listener to $5 U. S. Savings Bond. When no one i either town answers correctly, denom nation of bonds is added to followin day's prizes.

B&B Gimmicks

PAPER KNIFE-ruler-magnifying glas combinations have been distributed t radio editors by Benton & Bowles New York, accompanied by following message: "In case you haven't detected it yet, 'Wendy Warren and the News is that surenre bet—a story that keeps 'em dialing for more, plus a CBS newscast that clinches the score!" "Wendy Warren and the News" is sponsored by General Foods Corp., a B&B client, o CBS Mon.-Fri., noon to 12:15 p.m.

Joint Promotion

TIE-IN promotion with 58 neighborhood movie theatres has been arranged by WKRC Cincinnati. Station runs spot announcements and other features plugging theatres and also publicizes them in copies of Key Notes, station magazine distributed through 2,200 food and drug stores. In addition WKRC is running prize contest offering 55 prizes for best 50-word letter starting with "I attend my neighborhood theatre because . . ." In return, theatres run trailers with WKRC listener-building theme every day for 52 weeks. Trailers will have weekly circulation among theatre-goers of 350,000.

Hearts to WHBC

ORIGINAL valentine contest has been conducted by WHBC Canton, Ohio, with more than 800 artistic creations received. Contest, which awarded $1 plus merchandise prizes to winner named "Sweetheart of Valentine's Day," was conducted by Carol Adams, WHBC's women's editor. Primary purpose was in interest of area's shut-ins and all entries are being sent to children's home and hospitals.

Easter Offer

HOT CROSS muffin recipe and set of six colorful Easter place-cards are to be offered to listeners by Fisher Flouring Mill Co. on all its western programs from Feb. 25 to March 25. Announcements urging listeners to "make your Easter breakfast the big happy family get-together it deserves to be" will give instructions on how to obtain gifts by sending top from package of Fisher's Biskit Mix. Offer will be made on Fisher-sponsored programs on following stations: KGO San Francisco, KNX Los Angeles, KLZ Denver, KDYL Salt Lake City, KXLY Spokane, KGW Portland and KOMO Seattle. Agency is Pacific National Adv., Seattle.

'Teevee'

TWICE-MONTHLY bulletin of television news is being published by WTMJ-TV Milwaukee, and distributed to area video set dealers and distributors. Titled "Milwaukee Teevee," first bulletin was issued Jan. 29. Latest news on television development and progress in the nation and Milwaukee is reported in "Teevee" to be used by dealers in sales promotion.

Special Issue

TO CELEBRATE advent of KNGS Hanford, Calif., to the airwaves the Hanford Daily Sentinel, owner of the station devoted its Jan. 31 issue to development and future plans of the station. Headlined "KNGS Is on the Air," newspaper offered among other things history of the station, program plans and policies to be followed in its operation.

WCSI Radio Course

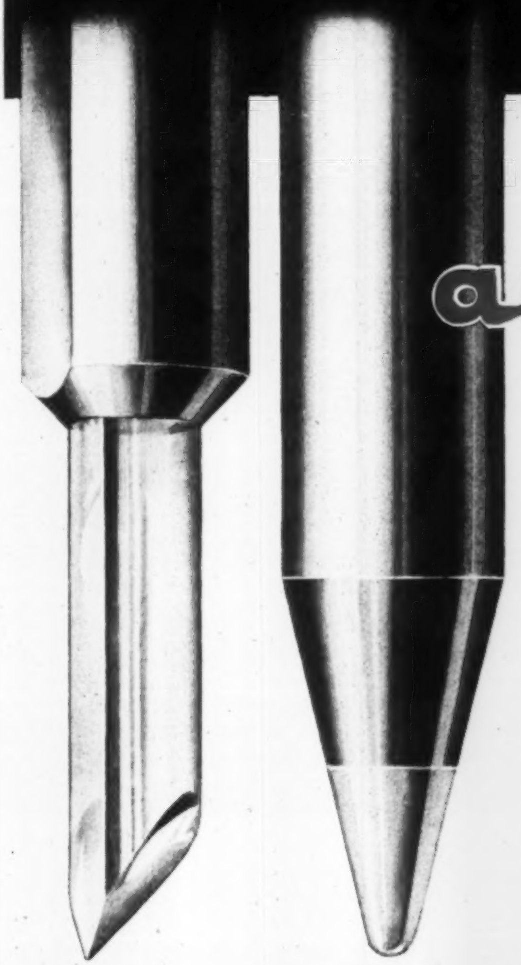
TEEN-AGE club in Columbus, Ind. has started radio course for its members with personnel from WCSI(FM) Columbus as instructors. Idea for course was originated by local teen-age recreation center director, and WCSI immediately agreed to furnish teaching staff. Courses in all phases of radio work are being taught every Tuesday.

'Miss Washington'

FOR SIXTH consecutive year, WWDC Washington will have exclusive franchise to conduct search for girl to represent Metropolitan Washington area in 1948 "Miss America" Pageant at Atlantic City. This year WWDC-FM also will carry entire contest.

For Truly Fine Recording and Reproduction

THEY SPEAK FOR THEMSELVES



Professional Recordists Use—
Professional Recordists Recommend—

audiopoints*

THE NEWLY EXPANDED LINE of Audiopoints now covers the full range of recording and playback needs. There are Audiopoints that fully meet the requirements of the most exacting professional recordists. There are also Audiopoints which these engineers unhesitatingly recommend to the non-professional and the general public.

RECORDING AUDIOPOINTS

Sapphire #14. Long recognized by recording engineers as the best recording stylus obtainable. Manufactured to rigid specifications. Disc-tested on a recording machine just before packaging. List price **$7.25.**

Sapphire #202. A fine quality brass shank stylus, ideally suited for those recordists not requiring the super quality of Sapphire Audiopoint #14. List price **$5.25.**

Stellite #34. Favorite with many professional and non-professional recordists. Though moderately priced, it is the very best stellite stylus produced. List price **$1.75.**

Diamond-Lapped Steel #50. Most practical stylus for home recordists when "first cost" is important. Being diamond-lapped, it cuts a quiet, shiny groove. List price **3** for **$1.00.**

PLAYBACK AUDIOPOINTS

Sapphire #113. Materials, workmanship and design make this playback point the finest made for original recordings and vinyl transcriptions. For years the outstanding choice of professional recordists. List price **$6.50.**

"Red Circle" Sapphire #103. With straight dural shank and fine polished jewel point. Excellent for original recordings, vinyl pressings and phonograph records. List price **$2.00.**

"Red Circle" Sapphire #303. Bent dural shank sapphire needle that is tops for phonograph records. *For the first time a phonograph needle with a resharpening feature.* List price **$2.00.**

Steel Transcription Needle #151. The ideal all-purpose transcription needle for original recordings, vinyl pressings and phonograph records. Quality performance is assured since each point undergoes a shadowgraph test. List price **20** for **25¢.**

*Reg. U. S. Pat. Off.

Write for new dealer discounts and our folder "Audiopoints."

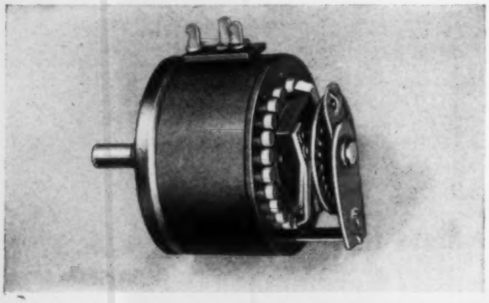
RESHARPENING SERVICE

Established years ago, our resharpening service gives real economy in the use of Audiopoints #14, #202, #34, #113, #103 and #303.

Audiopoints are a product of the manufacturers of Audiodiscs.

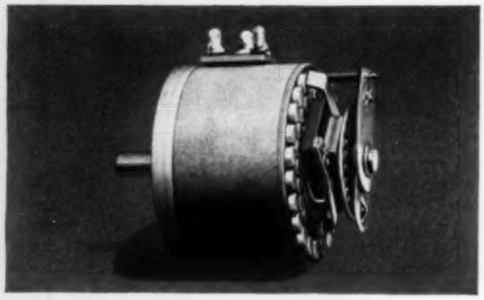
AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N. Y.

Shallcross
ATTENUATORS



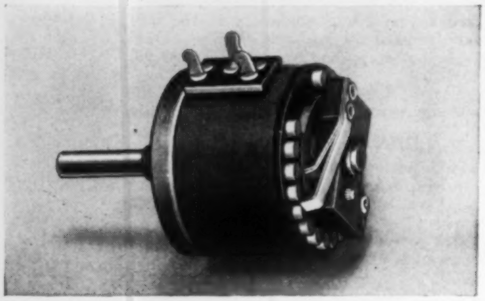
BRIDGED 'T'
ATTENUATOR
Type 410-4B1

10 steps, 4 db/step. Linear attenuation with detent. 2⅛" diameter, 2 1/16" depth.



BRIDGED 'T'
ATTENUATOR
Type 420-2B2

20 steps, 2 db/step. Linear attenuation with off position and detent. 2⅛" diameter, 2 1/16" depth.



POTENTIOMETER
Type C720-2A3

20 steps, 2 db/step, tapered on last three steps to off, composition resistors. 1¾" diameter, 1¾" depth.

THESE SHALLCROSS FEATURES MEAN BETTER PERFORMANCE—BETTER VALUE!

Off position attenuation well in excess of 100 db.

25% to 50% few soldered joints.

Noise level ratings that are factual. (130 db. or more below zero level.)

Non-inductive Shallcross precision resistors used throughout assure flat attenuation to and beyond 30 kc.

Types and sizes engineered for all needs. Attenuation accuracies of 1%, resistor accuracies of 0.1%, on special order.

Shallcross variable attenuators have proved their remarkable quietness and serviceability in dozens of applications for leading users in all parts of the world. Such important details as the use of spring-temper silver alloy wiper arms, silver alloy collector rings and contacts, non-inductive precision resistors, and sturdy, substantial mounting plates have made possible the high standard of performance attributed to Shallcross.

Standard types include ladder and bridged T mixer controls, bridged T and straight T master gain controls and V.U. meter multipliers, wirewound and composition potentiometers for grid control. Cueing attenuators, and fixed pads, both composition and wirewound, in all circuit configurations are also available.

WRITE FOR CATALOG AND ATTENUATOR SPECIFICATION SHEET

SHALLCROSS MANUFACTURING COMPANY
Department B-28, Collingdale, Pa.

'DOUBLE IN BRASS' . . . FOR VOLUME

Norfolk Station Insures Big Share in Campaign By Directing It

A SURE-FIRE METHOD of securing the lion's share of an advertising campaign budget for radio promotion is to draft it yourself, according to a formula successfully followed by WLOW Norfolk, Va., officials during a brief excursion into the agency field.

Sol Halpern, owner of the H.&P. Food Store in Norfolk, asked officials at WLOW, 1-kw independent station, last month if they would assume responsibility for preparation of a two-week campaign, designed to switch his regular retail grocery store to a limited subscription establishment operating as a co-op. Under the plan, the radio station was to be commissioned for the preparation of all copy for newspapers, radio programs, circulars, posters, and for the distribution of the printed matter. Yes, and it was given allocation authority for radio time and newspaper space. WLOW accepted, laid its plans and commenced the campaign.

The station, given a free hand in expending the $1,500 budget for all media, allocated $800 for time on two stations, $350 for newspaper space, $100 for printing and distributing throw-aways and $115 for display signs in its efforts to secure the desired number of subscribers.

WLOW carried two programs each day, Monday through Saturday and ten half-minute spot announcements daily. Bob Dreppard, chief announcer of WLOW, handled the two daily *H & P Jamboree* shows, originating from the grocery store. Mr. Dreppard, while interviewing shoppers, selected items from their baskets and offered them free if the patrons could quote the correct price of the items. A morning and evening announcement was carried by WGH, 250-w ABC affiliate in Newport News. WLOW distributed 10,000 circulars and ran 600 inches of advertising in two Norfolk newspapers and posters were placed.

At the close of the first week more than three-fourths of the subscriber quota had been reached. The full quota was attained on Wednesday of the second week. Mr. Halpern directed Station Manager W. M. Carpenter to use the remaining time in expressing the store's gratitude to subscribers and in encouraging patrons who had failed to sign up before the limit was reached to enter their names on the waiting list pending vacancies.

Mr. Carpenter (l) receives congratulations from Mr. Halpern.

* * *

Technical

VINCENT E. CLAYTON, engineer at KSL Salt Lake City, has been appointed chief engineer of that station, replacing **C. RICHARD EVANS**, who has been named assistant manager. Mr. Clayton has been with KSL since 1942.

JEROME A. BERANEK and **E. V. COUSY**, CBS engineers, are currently in Hollywood supervising installation of KNX-FM transmitter. Mr. Cousy is staff engineer in general engineering department of network's New York headquarters, while Mr. Beranek is supervisor of network's three international shortwave transmitters at Delano, Calif. Latter will become transmitter supervisor following start of operation.

PAUL G. SLOANE, former member of technical department of KDKA Pittsburgh, for 11 years, has been named studio supervisor at KYW Philadelphia. He succeeds **CARL WYMAN**, who has joined WOWO Fort Wayne, as studio supervisor.

KOILED KORDS Inc., Hamden, Conn., has announced new retractile test leads in 48-inch retracted lengths which will extend to 20 feet. Ratio is one foot of Koiled Kord to five feet extended, according to manufacturer.

GILBERT COLLINS, formerly with WPWA Chester, Pa., and WENK Beckley, W. Va., has joined engineering department of WPEN Philadelphia.

WALTER STROUSE, staff engineer of WMFJ Daytona Beach, Fla., is the father of a girl, born Jan. 17.

ED BULLARD has joined KROD El Paso, Tex., as engineer.

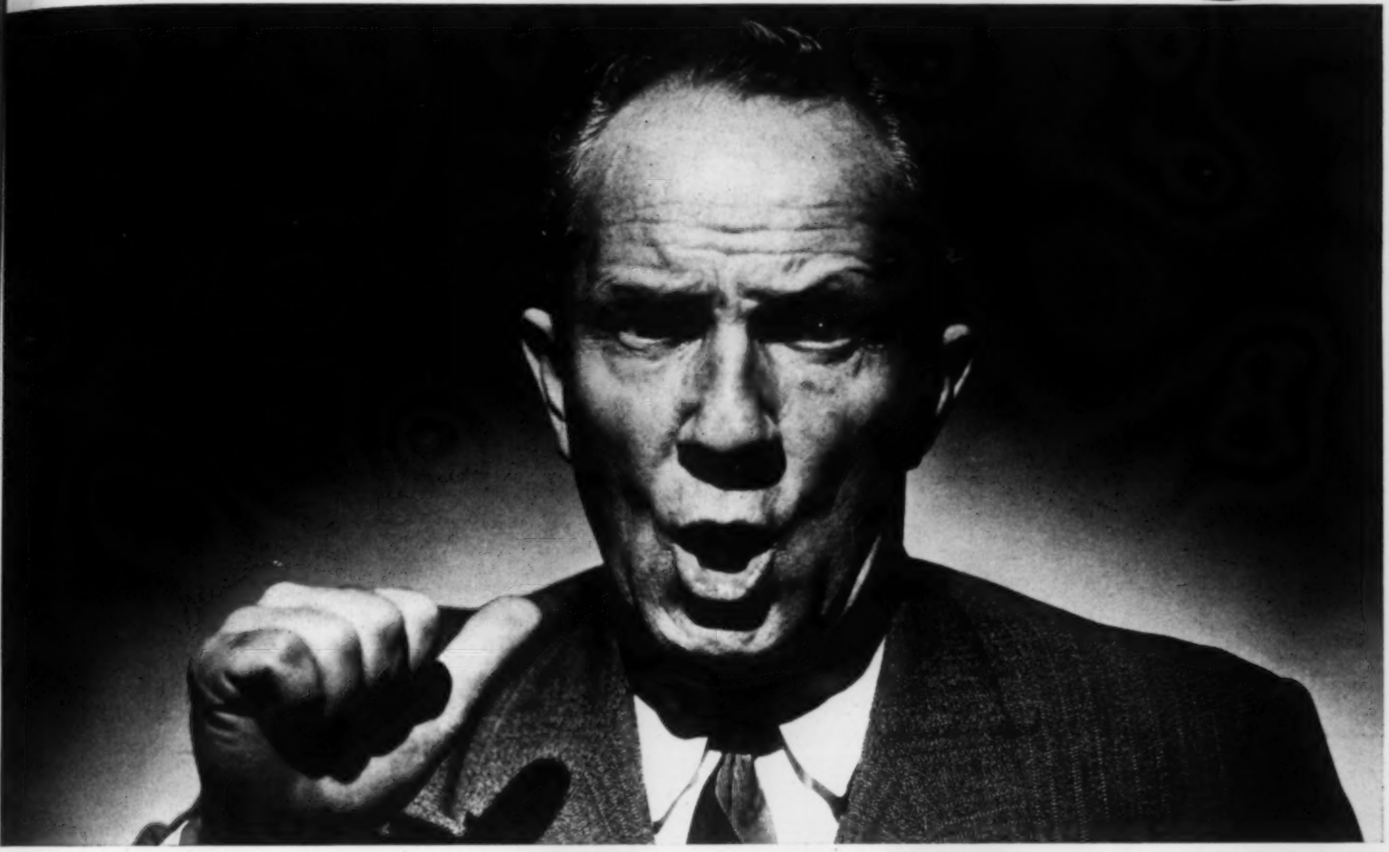
CHARLES FRITZ, engineer at WPEN Philadelphia, is the father of a boy, Steven, born Feb. 4.

Germans Used Television In Missile Experiments

TELEVISION techniques were used experimentally by the German military in connection with guided missiles, according to a report on TV progress by the Office of Technical Services, Dept. of Commerce. Civil television had been at a standstill during the war though programs had been supplied military hospitals until the transmitter was bombed.

A report based on investigation of German factories and laboratories contains technical data on German television. The report (81 pages, PB-75819, Television Development and Application in Germany) may be obtained from the Office of Technical Services, Dept. of Commerce, Washington 25, D. C., with check or money order for $2.25 payable to the Treasurer of the United States.

Who, Me a "Firebug"?



- **if you design or build an apartment that turns into a blazing firetrap**
- **if you let faulty heating or cooking equipment breed fiery death**
- **if you fail to enforce the fire laws**
- **if your smoking habits let loose a holocaust . . . *then plead guilty.***

70,000 fires kill nearly 1000 human beings every month! It is a national disaster!

Don't be an unwitting firebug! . . . You needn't.

You can help stop fires—if you start now!

Support the Nationwide Program . . . Your President's Conference on Fire Prevention has found a crying need for passage and enforcement of modern fire prevention building codes. It is now working with state and local officials to meet this need.

Work with Your Community . . . If the program is to succeed, your community must back it up. Promote fire prevention through your schools, your clubs and other organizations. Let your authorities and builders know you want fire laws that really protect you—buildings that are safe.

Reduce Fire Hazards at Home . . . But nowhere is cooperation more essential than in the home. Follow these simple rules and you'll stop 3 out of 4 fires before they start: 1. Be careful with matches and smoking. 2. Use only wiring and appliances bearing the Underwriters' Laboratories seal. 3. Avoid misuse of flammable liquids. 4. Repair faulty heating and cooking equipment promptly.

Take this Action Now—We spend more than two-thirds of our lives in buildings. Let's make them fire-safe. The report on "Building Construction, Operation, and Protection" shows how. Interested local authorities and citizens are invited to send for a copy. Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

Stop Fires-Save Lives!

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

THE WHITE HOUSE

"Let us make our buildings strong against fire, in order that they will serve us well . . . else we lose our lives, as well as the labor of our lives."

Harry Truman

ACTIONS OF THE FCC

FEBRUARY 6 to FEBRUARY 12

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

February 6 Decisions . . .

BY COMMISSIONER EN BANC

License Renewal

WJPA Washington, Pa.—Granted renewal of license for period ending Feb. 1, 1951.

Acquisition of Control

KVVC Ventura County, Calif.—Granted voluntary acquisition of control of Ojai Broadcasting Co. by William H. Haupt and Marian Louise Haupt, present minority stockholders, by purchase of certain stock from James L. Harris and S. H. Frowein for $10,000.

AM—1570 kc

Houston County Broadcasting Co., Crockett, Tex.—Granted CP new station 1570 kc 250 w D; engineering cond.

Abolishment AM STA's

Proposed to change rules so as to abolish special temp. authorizations for standard stations, effective April 15. STA's developed when AM stations were only broadcast media and few daytime or limited time stations were in existence. Today growing number of authorizations for operation in off hours is having detrimental effect on regular nighttime broadcast service in many areas. Some requests are so recurring as to constitute series of broadcasts beyond hours for which stations are licensed. Commission sees no further need for such STA's in view of opportunities for full-time FM operation, especially since many of AM stations concerned have FM authorizations. Commission proposes to change Sec. 1.324 of its rules accordingly. Written comments from persons who may be opposed will be received on or before Feb. 28.

BY THE COMMISSION

Waiver Granted

WRGK Inc., LaGrange, Ill.—Granted waiver of Sec. 3.261 of Rules for 60 days to operate Class B station at Brookfield pending permanent operation at LaGrange.

FM—CGs Vacated

Dairylands Bcstg. Service Inc., Wisconsin Rapids and Stevens Point, Wis.—Granted request to vacate cond. grants for Class A stations at these points.

Petition Denied

Drovers Journal Pub. Co., Chicago—Denied petition for rehearing or reconsideration of channel assignments made by Commission in its final order of June 14, 1947, in re CPs for Class B FM stations in Chicago.

Petition Dismissed

UAM-CIO Bcstg. Corp. of Ill., Chicago—Dismissed petition requesting reconsideration of Class B FM channel assignments to petitioner and others made in Commission's order of June 14, 1947, in re CPs for Class B stations in Chicago.

FM CPs Granted

Commission granted CPs for three Class A and 15 Class B FM stations. CPs in lieu previous cond. for one Class A and seven Class B stations. See story BROADCASTING, Feb. 9, page 94.

TV—82-88 mc

Stromberg-Carlson Co., Rochester, N. Y.—Granted CP new station 82-88 mc (Channel 6), vis. power 16.8 kw, aur. 17.8 kw; ant. 545 ft.

TV—204-210 mc

Clark Assoc. Inc., Binghamton, N. Y.—Granted CP new station 204-210 mc (Channel 12), vis. power 12 kw, aur. 8.5 kw; ant. 855 ft.

Hearing Designated

United Bcstg. Corp., Pittsburgh—Designated for hearing TV application in consolidated proceeding heretofore designated on applications for TV stations in Pittsburgh area.

THE NEW
1948 YEARBOOK
NOW IN THE MAIL

THE new 1948 BROADCASTING Yearbook Number is now in the mail. All regular subscribers to BROADCASTING Magazine will receive this 612-page volume as part of their subscription. Your copy should reach you within a matter of days.

YEARLY SUBSCRIPTION
52 WEEKLY ISSUES AND YEARBOOK—$7.00

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

February 10 Decisions . . .

BY THE SECRETARY

KGCU Mandan, N. D.—Granted license for increase in D power to 1 kw and install new trans.

KFDX Wichita Falls, Tex.—Granted license for new station 990 kc 1 kw DA-N 5 kw LS unl.

KSLO Opelousas, La.—Granted license for new station 1230 kc 250 w unl. and to specify studio location.

KPAS Banning, Calif.—Granted license for new station 1490 kc 250 w unl.

KIND Independence, Kan.—Granted license for new station 1010 kc 250 w D.

KOAM Pittsburg, Kan.—Granted CP install old main trans. for aux. purposes with power of 1 kw DA-N.

WHEB Inc., Portsmouth, N. H.—Granted mod. CP WEBI (STL) to change power from 10 to 5 w and change type trans.

KFYN Bonham, Tex.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

KFMB San Diego, Calif.—Granted mod. CP install new trans. and make changes in DA.

KHIT Lampasas, Tex.—Granted mod. CP to change type trans., and for approval of ant., trans. and studio locations.

Following were granted mod. CP for extension of completion dates as shown: KXRX San Jose, Calif., to 4-15-48; KCUL Ft. Worth, Tex., to 7-31-48; W2XTA area New York City to 6-30-48.

Citizen's Bcstg. Co., Abilene, Tex.—Granted mod. CP for approval of ant. and trans. location, to change studio location, and to mount FM ant. on top of AM tower.

WPJB Providence, R. I.—Granted mod. CP to specify trans. site; type trans. and specify ant.

Following were granted mod. CPs for extension of completion dates as shown: WMSA-FM Massena, N. Y., to 5-1-48; WHIS-FM Bluefield, W. Va., to 7-15-48; WQXQ New York, to 4-1-48; WCAP-FM Asbury Park, N. J., to 9-2-48; WGOR Ft. Lauderdale, Fla., to 4-19-48; WNAC-FM Boston, to 5-15-48.

WVLK Versailles, Ky.—Granted license for new station 590 kc 1 kw DA unl. and specify studio location.

WSID Essex, Md.—Granted license for new station 1570 kc 1 kw D.

WRHI Rock Hill, S. C.—Granted license install new trans.

WHTB Talladega, Ala.—Granted license install new trans.

WJAG Norfolk, Va.—Granted license which authorized install new trans., vertical ant. and ground system, and change trans. location.

KWLK-FM Longview, Wash.—Granted license for new FM station Channel 280 (103.9 mc).

WOPT Oswego, N. Y.—Granted license for new FM station Channel 284 (104.7 mc).

KENO-FM Las Vegas, Nev.—Granted license for new FM station; Channel 280 (103.9 mc.).

WTRF-FM Bellaire, Ohio.—Granted license for new FM station Channel 263 (100.5 mc).

WNAB Bridgeport, Conn.—Granted vol. assign. of license from Harold Thomas to WNAB Inc.

Following were granted mod. CPs for extension of completion dates as shown: WBBR, Staten Island, N. Y., to 4-30-48; WEXL Royal Oak, Mich., to 5-25-48; WSOC Charlotte, N. C., to 3-30-48; WISC Madison, Wis., to 8-28-48.

KVKO Nr. Harlingen, Tex.—Granted mod. CP to change type trans; and make changes in ant. system.

KSTP Inc., St. Paul, Minn.—Granted CP new exp. TV relay station.

Following were granted mod. CPs for extension of completion dates as shown: WPTR Albany, N. Y., to 4-19-48; WMFR High Point, N. C., to 2-29-48; WJOB-FM Hammond, Ind., to 5-16-48; WMAR-F Baltimore, to 8-10-48; WGES-FM Ch cago, to 4-14-48; WENR-FM Chicago, 8-14-48; KFEQ-FM St. Joseph, Mo., 5-25-48; KVEC-FM San Luis Obisp Calif., to 3-10-48; WHAI-FM Greenfie Mass., to 5-15-48; WMOH-FM Hamilto Ohio, to 4-27-48; KKLA Los Angeles, 5-16-48; KTOW-FM Oklahoma City, 5-1-48; WSAI-FM Cincinnati, to 5-1-4 KXYZ-FM Houston, Tex., to 8-1-4 WFBC-FM Greenville, S. C., to 6-1-4 WMOB-FM Mobile, Ala., to 5-1-48, KS FM Des Moines, Ia.

W8XMK—Scripps-Howard Radio, In Area Cleveland.—Granted license new exp. TV relay station.

WSUY WSUX WSPB Inc., Sarasota Fla.—Granted licenses for new remo pickup stations.

WSB Atlanta, Ga.—Granted license use old main trans. for aux. purpose with 50 kw.

WJBK-FM Detroit, Mich.—Grante mod. CP which authorized new FM change name to Detroit Bcstg. Co.

Following were granted mod. CPs extension of completion dates as show WSIV Pekin, Ill., to 2-4-48; WMMJ-FM Peoria, to 5-16-48; KTUL-FM Tulsa Okla., to 4-29-48.

ACTIONS ON MOTIONS

By Commissioner Walker

Model City Bcstg. Co. Inc., Anniston Ala.—Continued hearing in re application for CP from Feb. 13 to Feb. 24.

Metropolitan Houston Bcstg. Co. Houston, Tex.—Continued hearing in re application for CP from Feb. 9 to Feb 26.

Surety Bcstg. Co., Charlotte, N. C.—Granted petition to continue hearing re application for CP and continued hearing from Feb. 9 to Feb. 24.

Batesville Bcstg. Co. Inc. and White River Valley Bcstrs. Inc., Batesville, Ark.—Continued hearing in re application for CP from Feb. 9 to Feb. 16.

The Wave Publications, Los Angeles—Granted petition to dismiss withou prejudice application for CP.

San Joaquin Bcstrs., Fresno, Calif.—Granted petition to accept late its written appearance in proceeding on application for CP; accepted said written appearance.

WCAR Pontiac, Mich.—Granted petition for continuance of hearing on its application and on order to show cause directed to WDGY, Twin Cities Bcstg Corp., Minneapolis, Minn.; continued hearing to March 17, 1948.

The Connecticut Bcstg. Co., Hartford Conn.—Granted petition for leave to amend application for CP to revise certain technical data; accepted said amendment.

KBST Big Spring, Tex.—Granted petition for extension of time for filing proposed findings of fact and conclusions in proceedings in Dockets 7575 et al to Feb. 16, 1948.

WWVA Wheeling, W. Va.—Granted petition for leave to intervene in proceeding on application of WRUD Upper Darby, Pa.

Evans Radio Co., Stevens Point, and William M. Gleiss, Sparta, Wis.—Granted petition for leave to amend application for CP to specify 1010 k 250 w D; in lieu of 990 kc 250 w D accepted said amendment, and removed application from hearing docket. Further ordered that application of Gleiss be removed from hearing docket.

Valverde Bcstg. Co., Oxnard, Calif.—Dismissed as moot petition requesting 60 day continuance of hearing in Dockets 8189 and 8190.

KORE Eugene, Ore.—Granted petition for continuance of hearing on application; continued hearing to April

McClatchy Bcstg. Co., Stockton, Calif.—Granted petition for continuance of hearing on application; continued hearing to May 14.

WRNY Rochester, N. Y.—Deferred action on petition to sever application from consolidated proceeding in Dockets 7372 et al and to grant same.

Pryor Dillard, Raymondville, Tex.—Granted in part petition for continuance of hearing on application; continued hearing to April 28.

WTEL Philadelphia—Granted petition to accept late its written appearance in proceeding on application for renewal of license; accepted said written appearance.

KSTT Davenport, Ia.—Granted petition for continuance of hearing on application for CP and continued hearing to Feb. 27.

(*Continued on page 66*)

IMMEDIATE DELIVERY

CLOSED

NEW 1948

AC-DC

PORTO-PLAYBACK

for 16 inch transcription records

specifications and features

weight: 24 lbs. complete.

case: Attractive, sturdy, light, 5 ply Weldwood case. Brown outside, cherry red inside. Finished in fine grain water repellent fabric with non-rust brass fittings.

size: 16½" x 16½" x 8".

speaker: Latest design 6" permanent magnet Jensen speaker with special oversized magnetic field.

equalizer: Correct equalization network for shellac, NAB standard, orthacoustic and flat recordings. (EXTRA—one special position for *low level* recordings.)

pick-up: Latest model true tangent Astatic transcription pick-up with permanent sapphire nylon shank stylus.

motor: Dual speed 33⅓ and 78 r.p.m. with improved heavy duty motor sealed in oil, operating on either AC or DC current.

controls: Separate tone, equalizer and volume controls.

price: $140. Net F.O.B. New York.

CHARLES MICHELSON PORTO-PLAYBACK EQUIPMENT USED BY

WIGM
WCBI
KXLR
KPRO
WPAY
WTSB
WORD
CKAC
WCOS
WBML
WAGM
KGNO

AND MANY OTHERS

The new CHARLES MICHELSON INC. AC-DC PORTO-PLAYBACK is a boon to advertising agencies, radio stations, transcription companies and schools.

Completely new in every respect, this compact, lightweight machine is designed to faithfully reproduce your program or presentation on 16" transcriptions at 33⅓ r.p.m., or 10" and 12" phonograph records at 78 r.p.m.

The permanent sapphire nylon shank stylus that will not scratch your record—the ease of operation—the clarity and quality of tone—the handsome, sturdily built case, are but a few of the outstanding features incorporated in this latest AC-DC PORTO-PLAYBACK.

To tell and sell your sales story better, order yours NOW.

OPEN

MAIL THIS COUPON NOW FOR IMMEDIATE DELIVERY

Gentlemen:

Please enter our order for immediate delivery of your new AC-DC PORTO-PLAYBACK at $140 each, f. o. b. New York.

☐ check encl. ☐ Ship C.O.D.

NAME..........

ADDRESS..........

CITY.......... **ZONE**.......... **STATE**..........

CHARLES MICHELSON INC.

PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934

67 WEST 44th STREET, N. Y. 18 • PHONE MURRAY HILL 2-3376

FCC Actions

(*Continued from page 64*)

Decisions Cont.:

Jorama-Fer Radio Corp. and Caguas Radio Bcstg. Inc., Caguas, P. R.—Granted joint petition for continuance of consolidated hearing on applications for CPs; continued hearing to Feb. 27.

Capitol Bcstg. Co. and WSWZ Inc., Trenton, N. J.—Granted joint petition for continuance of consolidated hearing on applications for CPs; continued hearing to March 1.

The Yankee Network Inc., Hartford, Conn.—Referred to full Commission petition requesting dismissal without prejudice of its application for CP.

Northwestern Theological Seminary & Bible Training School, Minneapolis—Granted petition for leave to amend applications for CPs to show election of Rev. William Graham as president and director in place of Dr. W. B. Riley, deceased, resignation of H. B. Prince from board of directors and election of Frank Clawson thereto, and add biographical information with respect thereto; accepted said amendment.

The Civic Bcstrs. Inc., Cleveland—Granted petition insofar as it requests leave to amend application for CP to revise DA proposed; accepted said amendment; denied petition insofar as it requests enlargement of issues, without prejudice to subsequent filing by petitioner of a single, specific plan of operation at Erie, Pa., on 1260 kc which, together with petitioner's proposed operation might permit simultaneous operation on 1260 kc at Erie and Cleveland, in accordance with Commission standards, and without prejudice to subsequent filing by petitioner of a petition to enlarge the issues in said proceeding to provide for determination of whether said specific proposal for operation on 1260 kc should be adopted.

Marmat Radio Co., Bakersfield, Calif.—Granted petition for leave to amend application for CP to specify 970 kc 5 kw unl. DA-N in lieu 960 kc 1 kw-D and accepted said amendment.

KXOA Sacramento, Calif.—Granted petition for waiver of Sec. 1.388d of Commission rules and leave to intervene in proceeding on Petaluma, Calif., applications in Dockets 8121 and 8122.

Northern Virginia Bcstrs. Inc., Arlington, Va.—Granted petition for leave to amend application to request Class A FM facilities in lieu of Class B FM facilities; accepted said amendment; removed application from hearing docket.

Hanover Bcstg. Co. Inc., Hanover, Pa. and Cavalier Bcstg. Corp., Hagerstown, Md.—Granted petition insofar as it requests leave to amend application to specify 1280 kc 1 kw-D in lieu of 1450 kc 250 w unl.; accepted said amendment; removed application of Hanover and of Cavalier Bcstg. Corp. from hearing docket; denied petition insofar as it requests its application be retained on hearing docket.

Roxboro Bcstg. Co., Roxboro, N. C.—Dismissed without prejudice pursuant to Sec. 1.365(c) of Commission's rules and subject to right of reinstatement provided therein, application for CP.

WJW Cleveland—Granted petition for leave to intervene in proceeding on application of Van Wert Bcstg. Corp., Van Wert, Ohio.

Rochester Bcstg. Co., Rochester, Minn.—On Commission's own motion, continued hearing on application for CP to Feb. 27.

Charles Wilbur Lamar Jr., Morgan City, La.—On Commission's own motion, continued hearing on application for CP to Feb. 26.

WPAT Paterson, N. J., and WFMD Frederick, Md.—Granted joint petition for continuance of hearing on applications; continued hearing to March 11.

Francisco Rental Co., Victorville, Calif.—Removed from hearing docket application of Francisco Rental Co. for CP; severed applications of Marmat Radio Co., Bakersfield, Calif., and J. E. Rodman, Bakersfield, Calif., from applications of Redlands Bcstg. Co. Inc., Redlands, Calif., and Orange Empire Bcstg. Co., Redlands, Calif. Further ordered that consolidated proceeding in Dockets 8499 and 8541 be scheduled to be heard March 9-10 at Washington, D. C., and consolidated proceeding in Dockets 8532 and 8533 be scheduled to be heard March 11-12 at Washington.

February 10 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KRLN Canon City, Col.—Voluntary assignment of license from Royal Gorge Bcstrs. to Royal Gorge Bcstrs. Inc.

License for CP

WQAM Miami, Fla.—License to cover CP as mod. which authorized install. ant. and mount FM tower on top and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCAO Baltimore—Mod. CP which authorized make changes in DA, install new No. tower and mount FM ant. on top for extension of completion date.

WNAO, Raleigh, N. C.—Mod. CP as mod. which authorized new standard station for extension of completion date.

WKVM Arecibo, P. R.—Mod. CP as mod., which authorized change frequency, increase power, install new trans. and DA-DN, change in trans. and studio locations for extension of completion date.

Transfer of Control

WEAM Arlington, Va. — Voluntary transfer of control of licensee corporation from J. Maynard Magruder, William S. Banks, Samuel F. Roth, Harold G. Hernly, George H. Werner, Thomas J. Broyhill and Howard Stanley to Harold H. Thoms and Meredith S. Thoms.

Voluntary Assignment

WTIP Charleston, W. Va.—Voluntary assignment of license from Chemical City Bcstg. Co. to Chemical City Bcstg. Co.

Modification of CP

KCLI Los Angeles, Calif.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

KFSD-FM San Diego, Calif.—Mod. of CP, as mod., which authorized new FM station for extension of completion date.

Don Lee Bcstg. System, San Francisco, Calif.—CP for new high frequency station to be operated on 43,500 kc, ERP as 333 kw. AMENDED to change name from Don Lee Bcstg. System to Thomas S. Lee Enterprises, Inc. d/b as Don Lee Bcstg. System.

Modification of CP

WNHC-FM New Haven, Conn.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WDWS-FM Champaign, Ill.—Mod. CP, as mod, which authorized new FM station for extension of completion date.

WWLH New Orleans, La.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

WESX-FM Salem, Mass.—Mod. of CP, as mod, which authorized new FM station for extension of completion date.

License for CP

KFOR-FM Lincoln, Neb.—License to cover CP, as mod, which authorized new FM station.

WHCU-FM Ithaca, N. Y.—License to cover CP, as mod., which authorized new FM station.

WGYN New York, N. Y.—Mod. of CP, as mod., which authorized changes in FM station for extension of completion date.

Modification of CP

WLWA Cincinnati, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WSPD-FM Toledo, Ohio—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KCRC-FM Enid, Okla.—Mod. CP which authorized new FM station to change ERP to 5.2 kw, ant. height above average terrain to 231.7 ft. and to make changes in ant. system.

WKAP-FM Allentown, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WABX Harrisburg, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WJAR-FM Providence, R. I.—Mod. CP which authorized new FM station to change trans. site, change type trans., ant. height above average terrain to 577 ft.; ERP to 14 kw; and to make changes in ant. system.

WCRS-FM Greenwood, S. C.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—107.9 mc

First Baptist Church, Beaumont, Tex.—CP for new FM station (Class B) to be operated on 92.3 to 107.9 mc, ERP of 2890 w. AMENDED to change frequency from 92.3 to 107.9 mc to Channel 300, 107.9 mc.

FM—92.3 mc

Fairmont Bcstg. Co., Fairmont, W.—CP for new FM station (Class B) be operated on Channel 222, 92.3 ERP of 14.3 kw and ant. height ab average terrain 239 ft.

TV—180-186 mc

Fall River Herald News Publish Co., Fall River, Mass.—CP for new co mercial television station to be erated on Channel 8, 180-186 mc, ERP vis. 1 kw, aur. 500 w unl.

Modification of CP

WRTB Waltham, Mass.—Mod. CP, mod., which authorized new comm cial television station to change stu location, decrease aur. power from kw to 29.8 kw, change type of tra equipment and make ant. changes.

TV—180-186 mc

Susquehanna Bcstg. Co., York,—CP for new commercial televis station to be operated on Channel 180-186 mc, ERP of vis. .775 kw, aur. kw and unl.

License for CP

WKLF Clanton, Ala.—License cover CP, as mod., which authoriz new standard station and authority determine operating power by dire measurement of ant. power. AMENDE to change name of applicant from Kelley Robinson, J. S. Robinson a Hugh I. Webb, partnership d/b Southeastern Bcstg. Co. to Southeas ern Broadcasting Co. Inc.

AM—1340 kc

Antelope Bcstg. Co., Lancaster, Ca—CP new standard station 1340 250 w unl.

Modification of CP

KYOS Merced, Calif.—Mod. CP wh authorized make changes in verti ant. and mount FM ant. on top of tower, for extension of completion da

AM—1360 kc

Radio Modesto Inc., Modesto, Calif.—CP new standard station 1360 kc 1 DA unl. AMENDED to change fr DA-DN to DA-N.

Modification of CP

WGPC Albany, Ga.—Mod. CP, as mod. which authorized install new trans. an vertical ant. and change trans. location, for extension of completion da

WSAV Savannah, Ga.—Mod. CP, mod., which authorized change frequency, increase power, install new trans. and DA-N, install FM ant. AM tower and change in trans. location, for extension of completion da

WGOV Valdosta, Ga.—Mod. CP, mod., which authorized change frequency, increase power, install new trans. and DA-DN, install FM ant. o top AM tower and change in trans location, for extension of completio date.

AM—1340 kc

Crawfordsville Bcstg. Assn., Crawfordsville, Ind.—CP new standard station 1340 kc 100 w unl. AMENDED change name of applicant from O. Richardson, J. Gibbs Spring, Curtis S. Horn and Thomas W. Morley d/ as Crawfordsville Bcstg. Assn. to O. Richardson, J. Gibbs Spring, Curtis Horn, Thomas W. Morley and William H. Philpott d/b as Crawfordsville Bcstg. Assn.

License for CP

KGAR Garden City, Kan.—License cover CP, as mod., which authoriz new standard station.

AM—1060 kc

WPOR Portland, Me.—CP change frequency from 1450 to 1060 kc, increa 250 w to 5 kw, install new trans. a DA-DN and change trans. locati AMENDED to make changes in DA.

AM—1380 kc

WTTH Port Huron, Mich.—CP chan frequency from 1360 kc to 1380 change hours from D to unl., increa power from 1 kw D to 1 kw DN an install DA-DN.

Modification of CP

KVOX Moorehead, Minn.—Mod. CP as mod., which authorized changes vertical ant. and to mount FM ant. o AM tower, for extension of commencement and completion dates.

WJMB Brookhaven, Miss.—Mod. C which authorized new standard stat to change type trans., for approval an and trans. location and to speci studio location.

AM—660 kc

KOWH Omaha, Neb.—CP install ne trans. and change trans. location, employing supporting structure of KOAD-FM as vertical ant.

Modification of CP

KOH Reno, Nev.—Mod. CP which

(*Continued on page 74*)

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Offering the dual advantage of easy, solderless assembly and a constant impedance of 51.5 ohms, this new ANDREW FM-TV line is available in four diameters. Each line fully meets official RMA standards. It also is recommended for AM installations of 5 Kw or over.

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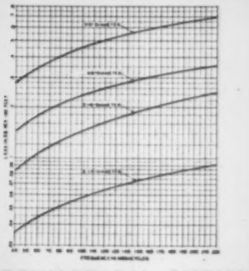

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Programs

AUDIENCE participation program, "Surprise Package," has been started on WMID Atlantic City ,under sponsorship of 30 local merchants who have organized group known as Uptown Shopping Assn. Each sponsor merchant contributes gift or service as "give-away," ranging from article of ladies' wear to papering room or opening of savings account with starting cash deposit. Tickets to broadcast, which originates in local hall seating 1000 persons, are distributed through sponsors' stores. Johnny Mack and Bernie Rubin of WMID conduct show with format that avoids quiz presentation. Participants are called guests instead of contestants. All participants receive gifts. Children are given candy during show. Hardest thing guests have to do in order to receive prizes is to give 30-second dissertation on subject such as "Should Husbands Be Given a Night Off?" or "How Long Is a Honeymoon?" Station reports very enthusiastic response to series.

Trans-Atlantic Meeting

FOR THE SECOND TIME in ten months, KYW Philadelphia and the British Broadcasting Corp. will stage a trans-Atlantic "Junior Town Meeting of the Air" on Feb. 19. Six secondary school students from Philadelphia and London will discuss topic, "Can Food Win the Peace?" Moderator of Philadelphia end of the program will be Dr. Alexander J. Stoddard, superintendent of Philadelphia Public Schools. In London, H. Rooney Pelletier, BBC North American Service Organizer, will present three British students. Now in its fifth year, program is directed by steering committee composed of representatives of public, private and parochial school systems.

'Gold Nugget Baby'

MATERNITY WARD was the scene of a recent on-the-spot interview when KXOB Stockton, Calif., special events crew tracked down brand new father of San Joaquin County's "Gold Nugget Baby." Occasion was observance of California's Gold Centennial Celebration. Trying to anticipate just where on the anniversary morning the first birth would occur to commemorate the Centennial, the special events crew, assisted by Newsman Bert Winn and Chief Engineer Walt Berger, labored through five hours of "false alarms" before finally being rewarded at Mason Hospital, Lodi. Recording was made of interview between Mr. Winn and the father and later aired on KXOB "Open House" show.

'For the Boys'

RECORD REQUESTS from disabled veterans in local hospitals are featured on new program, "Something for the Boys," heard on WJJD Chicago, Mon.-Fri., 11:45-12 noon. Plans are being considered to record requests on tape recorder at various hospitals and feature them as part of program.

Furniture Exposition

FULL-HOUR on-the-spot broadcast from recent semi-annual Southern Furniture Exposition at High Point, N. C., was fed to Dixie FM Network by WHPE High Point. Feature of broadcast was AMVETS Coronation Ball, including crowning of a furniture queen who was selected from 21 entrants. Steve Fischer, WHPE program director, and Nick Lawrence, special events man, announced the show. Additional features included speech by State Senator George T. Penny, and interview with North Carolina veteran of Marine Corps who is youngest man ever to receive Congressional Medal of Honor, having received it at age of 16.

'Audition Ambition'

AMATEURS 18 years old or over are given opportunity for radio experience on new program heard over WGAR Cleveland, built on theme of "So you want to get into radio," Aspirants are picked from written applications to appear on show, titled "Audition Ambition." Group of professional advisors, covering classical and pop music, acting and announcing, serve as judges. Before broadcast ends, advisors enter studio and talk with participants. Anyone rated as ready for performance by judges is awarded week's engagement with WGAR. Show is written and produced by Sidney Andorn.

Travel Feature

WIRE-RECORDED interviews made at local transportation terminals constitute one feature on new travel show, "The Lucky Traveler," heard over KTXL San Angelo, Tex. Sponsored by Angelo Luggage, show is aired each Sunday night. Contest inviting listeners to make words from luggage trade-names highlights broadcast. At close of 13-week series, winner of contest will be designated as "The Lucky Traveler" and awarded all-expense paid trip to popular resort. While show is on air, m.c. phones at random asking persons to name two of luggage trade-names mentioned in commercials. Correct answers bring prizes awarded by mail.

Weather Predictions

INVITATION to "Beat the Weatherman" is extended to listeners on program of that title heard over WJBK and WJBK-FM Detroit, daily at 8 a.m. Clay Dopp, who conducts "Beat t Weatherman," opens show by givi official weather report, as of 8 a. after which he asks listeners to pred the exact temperature for 3 p.m. Th telephone numbers, furnished by i partial agency, are called and perso answering are asked to make pred tions. Person guessing correct tempe ture is announced during 3:25 p newscast, sponsored by same compa and is awarded amount of money on d posit. Five dollars is added each d that correct answer is not given. Pr gram is sponsored by Sinclair Coal C through Rolfe C. Spinning Agen Detroit.

'48 Hours of Fun'

JUNIOR WEEKEND at Cornell U., Fe 5-8, was given complete coverage campus station, WVBR, in continu series, titled "WVBR's 48 Hours of Fu Event started with broadcast at tra station. This segment, titled "Me the Date," featured interviews w dates arriving for weekend, with ea one asked what she expected of a Corn weekend. Following days' activities we aired on WVBR, presenting su features as play-by-play description "tray races," broadcast of Penn-Corne basketball game, Cornell-Cortland A Star polo game, and show called "T Import Looks at Cornell."

Bowling on TV

BOWLING demonstrations have bee started as new weekly video series o WTMJ-TV Milwaukee, presented fro local bowling alley. Full-hour sho is divided into two segments, first con sisting of bowling tips given by Bil Sixty, Milwaukee Journal bowling ed itor, assisted by several of Wisconsi top men and women bowlers. Followin 20-minutes of demonstrations, bowle engage in exhibition match.

Gardening Tips

OF PARTICULAR interest to those wh garden, "whether in the window-bo of a Manhattan apartment or spacious acres of farmland," is new series "Gardening With Gambling," to start Feb. 21 on WOR New York. John Gambling, who will conduct show, wi open broadcast with advice on gardening procedure, what to plant and when and how to care for garden throughout season. Second feature of show will be interview with well known personality whose hobby is horticulture. Then Mr. Gambling will open mail-bag and answer questions sent in by listeners. Recorded music will be played during program and will feature songs with references to gardening, weather, and outdoors. "Gardening With Gambling" will be heard on WOR Sat. 9:30-10 a.m.

Editors' Opinions

LOCAL, state and national news topic are discussed by Indiana editors on new feature, "The Editor Surveys the Scene," over WIBC Indianapolis. Remarks by editors of Hoosier country daily and weekly newspapers are part of regularly scheduled "Country Topics" program Sunday, 7:45-8 a.m. segment. Different editor is guest of program each week giving his views on current subjects

'Recess Time'

DESIGNED for young listeners between ages of 10 and 13, new series "Recess Time" has been started on WKBW Buffalo, as Saturday morning feature. Jo Ann Brooks, 13 years old, is featured as m.c. She chooses music for each show, as well as giving international news as reviewed from young person's point of view. Additional feature is two students chosen weekly from different schools in Buffalo to appear on show and give review of newsworthy happenings of past week. Each child must confine remarks to his own school. Latter plan was worked out with members of Buffalo Board of Education.

Five Pound Request

USUAL custom for listeners of early morning show, "The Six to Eight Special" on WWSW Pittsburgh, is to send in request on post cards. But Win Brown, m.c. of show, recently received song request on five pound layer cake from group of bakers. Miniature train, to denote title of show, four leaf clover, to identify request—"I'm Looking Over a Four Leaf Clover"—plus station's call letters and Mr. Brown's name were all part of icing decorations. Needless to say, bakers got their request filled immediately.

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Positions open are in Midwest and Southeast. Would prefer men living or willing to live in Cleveland, Cincinnati, Ft. Wayne or Atlanta areas, although this is not mandatory. Necessary to have good car as travel is extensive.

In reply give age, past positions, business experience, education, marital status.

Reply care of

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Present copywriter who is leaving, had his salary almost doubled in 2 years. Our most recent new salesman increased his earnings to $200 weekly in five months.

Write me what you're worth and prove it. Please don't write unless you can be interviewed in New York City or New England.

Murray Carpenter

WPOR, Portland, Me.

Salesman wanted for 250 watt station in rich midwest market. Drawing account against commission. Send full details, experience, references to Box 700, BROADCASTING.

Help Wanted (Cont'd)

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For five operators with first class radio telephone license. Write by Air Mail to Station WMDD, P. O. Box 187, Fajardo, Puerto Rico.

Continuity and commercial copywriter. Position now open. Prefer person now located in Iowa or surrounding states. Must have experience and ability; salary commensurate. Send sample copy and references to KRNT, Register and Tribune Bldg., Des Moines, Iowa.

Excellent opportunity—For a good radio salesman or a young ambition man, with a progressive newspaper owned radio station with a splendid 20 county coverage on 560 kilocycles. We need a salesman to work exclusive territory just filled with prospect. $50.00 weekly drawing account, car allowance and commission. Fine hunting and fishing just 50 miles south of Norfolk, Va. Send complete background details, references and recent picture to Box 546, BROADCASTING.

Announcer who knows traffic to direct programs. Engineer who can read spots. South Georgia Mutual local. Better than average jobs. Details to Box 572, BROADCASTING.

Intermountain, MBS outlet needs good commercial manager and a program man with ideas, good salaries in livewire market. Box 574, BROADCASTING.

Wanted—Two announcers for a progressive station. Must have good voices and be able to operate controls. No license. Prefer single men or veterans married, but no children. Radio school graduates will be considered. An excellent opportunity to learn at a station run and staffed by former network men. Good hours, pay and working conditions. Pay in accordance with your ability. Send disc, recent photo, reference and background to Box 575, BROADCASTING.

Wanted—Experienced program director for thousand watt midwest station opening in March. Excellent opportunity. State experience and salary expectancy. Box 592, BROADCASTING.

Operator for Texas station. Permanent position. Tell all about yourself. Box 594, BROADCASTING.

Texas station will train salesman under GI Bill. Give qualifications. Box 595, BROADCASTING.

Desire expand local news coverage. Need newsman with background, experience. Box 596, BROADCASTING.

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Help Wanted (Cont'd)

Wanted—Chief announcer who can do some programming; write commercial copy; do early morning show. No prima donnas wanted, but conscientious man; network affiliate, south central city, 14,000; good opportunity. $55 week. Box 613, BROADCASTING.

Experienced program director for 250 watt station. Opportunity for advancement. List experience and personal info in application. Reply to Box 638, BROADCASTING.

Manager—250 w daytimer wants man 30-40 years of age. Program sales, public relation experience necessary. All details and photo with first letter. Rush. Box 640, BROADCASTING.

Mutual regional looking for continuity chief who can produce. No parttime announcer or ex-station manager; just an experienced writer whose copy gets results. Send us your qualifications if you are interested. Box 648, BROADCASTING.

Wanted—Engineer. KVSF, Santa Fe New Mexico. Prefer experienced W E Doherty man.

Experienced radio salesman wanted for good central New York state market of 350,000. Excellent opportunity for producer. Draw against 15% and bonus. Low rates, packages. Box 670, BROADCASTING.

Salesman—15% commission. 1000 watt regional. Only experienced man considered. Good drawing account. Good list of active accounts. Excellent chance for advancement for right man. Your ability will write your future. Have 50 kw FM grant, plans for television. Radio Station KCBC, Des Moines, Iowa.

Announcer with first class ticket for 250 watt network affiliate. $225.00 monthly for 40 hour week. Manager, WDNE, Elkins, W. Va.

Wanted—Engineer for 5000 watt AM and 10,000 watt FM. Must be capable of handling master control with turntables; also, experienced in transmitter and studio installation work. Excellent salary. Address applications W. J. Hearin, Jr., Executive Vice President, Radio Station WABB, Mobile 9, Ala.

Wanted—Engineer with first class telephone license. Must have car. Contact WANN, Annapolis, Maryland.

Wanted—Engineer with first class ticket or man and wife both with first class tickets. In either case, man must be capable of assuming complete responsibility for operation and maintenance of 2300 ERP GE FM transmitter located on small mountain within 60 miles of New York City. If not man and wife combination, engineer should be married and without children. Excellent opportunity with good salary and a new home. Write, giving full details to WHVA, P. O. Box 889, Poughkeepsie, N. Y.

Announcer—A good opening for experienced announcer. Send qualifications, photo and transcription to Program Manager, WMC, Goodwyn Institute Building, Memphis, Tennessee.

Announcer-disc jockey, experienced adlib and well versed in participation shows. Disc and photo must precede interviews. WMMW, Meriden, Connecticut.

Fine opportunity for transmitter engineer, experienced with fulltime regional station with directional array. Studio engineers, announcer-engineers and announcers all with experience, needed by midwestern network affiliate. Reply Box 672, BROADCASTING.

Salesman—If you have had experience in selling "radio-time" and are free to travel, we have station promotion deal that's a honey. Car necessary. We close the deal with the stations. Big commissions. This is strictly a clean deal and we want high class men. References required. Radioad Productions, 694 W. Hazel Ave., Lima, Ohio.

Announcer-producer. Man with good voice, showmanship, production ideas. Sober, cooperative man to "grow" with a good organization. New FM soon on in FM "boom" area. T. W. Austin, WFMY, News and Record Station, Greensboro, N. C.

Wanted—Engineer with potential chief qualities. Thriving station in agricultural area. Box 701, BROADCASTING.

Need announcers and engineers to complete staff of 250 watt station. Want experienced men who will grow with us. Send disc, letter, photo, salary requirements, immediately. WANE, Fort Wayne, Indiana.

Program director—Experienced. Not afraid to work, who can do sports and special events. First letter to state complete background and salary expected. Radio Station WWCO, Waterbury, Conn.

Help Wanted (Cont'd)

Announcer wanted immediately. Ve eran trainee with good potentialit preferred above experience. Conta William Halpern, Chief announce WLBR, Lebanon, Pennsylvania.

Wanted—Experienced announcer f new kilowatt independent in Quinc Illinois. Want good commercial a nouncer with ad-lib ability. Will p $45 starting salary to the right ma Write WGEM, Quincy, Illinois, sta references, experience, availability.

Experienced announcer who can hand ad-lib and special event type show Excellent opportunity advancemen good salary plus talent. Send full de tails, disc to PD, WGAC, Augusta Georgia, 5 kw ABC.

Copywriter wanted immediately. Prefe girl with experience who can turn ou commercials and general continuity with speed and efficiency. Contac Operations Manager, WLBR, Lebano Penna.

Wanted, first class operator. Prefe single man; $40.00 per week to star Write Chief Engineer, KVOC, Caspe Wyoming.

Announcer able to handle continuity copywriting, commercials, for powerfu new eastern FM station. Send disc photo, details. Box 696, BROADCASTING.

All-round announcer who can do play-by-play sports and knows control board operation needed at once. This station goes to 5 kw shortly. Send complete information, audition disc, salary expected and when available to Wayne W. Cribb, General Manager, Radio Station KHMO, Hannibal, Missouri.

Wanted—Transmitter operator for AM and FM. No control room operation. Give experience, etc., in letter. Radio Station WKPT, Kingsport, Tennessee.

Wanted—Continuity writer-announcer. Copy must be sharp, good ad-lib for street show. WNOC, Norwich, conn.

Situations Wanted

The **SCHOOL** *of*
RADIO TECHNIQUE

NEW YORK
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Young account executive with successful record of billings in tough New England market wants connection with larger organization. Write for resume and photo.

BOX 649, BROADCASTING

Don't overlook the importance of a program background when selecting a manager. A man, experienced through fifteen years in all phases of programming, is looking for the right managerial position. Consider the value of a radio man who has been a network announcer, a news editor, program director and executive in 50 kw stations and a five thousand and one thousand watter. Effective salable programming and efficient organising of a staff are the essence of good radio. Write Box 686, BROADCASTING.

Situations Wanted (Cont'd)

General manager of southwest station wishes to return to north or east. 16 years broadcast experience. Interested in commercial, production or station management in competitive market. Will welcome replies from established or new stations.

BOX 663, BROADCASTING.

Commercial manager, available. 15 years experience—all phases. Excellent sales record. Top references. Stable family man. Write or wire Box 671, BROADCASTING.

Experienced general manager available. 15 years experience all pnases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Now general manager, part owner, smaller independent. Previously general manager network outlet, large market. Prefer management network station. Newspaper background. Could invest. Box 482, BROADCASTING.

Do you want a good sports announcer who can double in any type show you desire, can get interviews and can get good "hot" new stories plus highly recommended play-by-play? Then let me hear from you. Must get $65 per week plus talent. Presently employed. Box 556, BROADCASTING.

Hit song-writer, music director and arranger, solo pianist (popular and classical) desires disc jockey and music programming spot with responsible network or independent radio station. One of my hit songs is now in your studios-first of 1948 releases on well-known record label. Your proposition should be commensurate with the "name" value of above qualifications. Box 571, BROADCASTING.

Announcer—experienced. Married. Available immediately. Reference, disc, photo on request. Box 577, BROADCASTING.

Successful salesman—Qualified national sales manager for primary market affiliate. $7800. Box 583, BROADCASTING.

Experienced radio writer. Emphasis on commercial copy. Know production techniques. Now copy chief, net affiliate, top market. Stable family man. Vet, 27, journalism degree. Box 599, BROADCASTING.

Engineer. First phone. Would welcome opportunity learn announcing, adaptable to anything. 250 miles radius new York City. Box 611, BROADCASTING.

FM technical director—Develop your CP to completion. Remain as technical director. AM experience plus 6 years exclusive FM construction and operation, 3 with pioneer FM outlet. Box 614, BROADCASTING.

Experienced announcer-operator-salesman, capable newscaster now employed. Available March. Married. Prefer New England area. Details on request. Box 616, BROADCASTING.

Announcer—24, married. One year experience. Will travel, but east preferred. Box 622, BROADCASTING.

Experienced announcer and newscaster seeking to better himself. 5 years experience on stations from 250 w to 50 kw. 5 years experience on live, disc, and news shows. 5 years in building a voice of quality. This 25 year old veteran, family man, will arrange live audition if possible. If you want a good announcer write Box 630, BROADCASTING.

40% discount. Money isn't everything! Radio executive with 16 years thorough sales, program, business management and time buying experience in top New York agencies., station and network seeking management connection with radio station out of New York. Will consider 40% reduction in present salary for start in right spot. Box 693, BROADCASTING.

Program director. Fifteen years experience programming, production, writing. Announcing in major market. Prefer network affiliate in west. Permanent. Four years with last employer. References. Wire, phone or write. Morrison Parker, 14359 Kittridge St., Van Nuys, Calif.

Engineer—Recent 1st phone license, single, veteran. Will welcome any opportunity to make a start. Conscientious worker and an "eager beaver". Louis Hennes, c/o R.I.C., 165 N. Michigan Ave., Chicago 1, Illinois.

Situations Wanted (Cont'd)

First class engineer, 6 years experience, AM and FM operation and installation, thoroughly experienced control room and remote operator, professional recorder, excellent references, college, car, job must be 5 kw or bigger or New York, will travel anywhere. Box 697, BROADCASTING.

Combination man, now employed in Florida station, not unhappy with working conditions or my employer, just want to better myself. Prefer chief engineer's position in small aggressive station. 12 years broadcasting experience, 6 years as chief. Must have at least $65.00 per week to start. Box 584, BROADCASTING.

Available—Experienced radio promotion, publicity, exploitation and programming man. Excellent experience in New York City freelancing and midwest stations. Top references. Box 639, BROADCASTING.

Capable young man with excellent experience desires permanent position as commercial manager or salesman with station in good market. Box 642, BROADCASTING.

Engineer—32 years old, married, two children—desires chief engineer or transmitter supervisor position. Experienced in recording, network remotes, installation and maintenance on equipment to 5 kw and directional antennas. Employed. Box 644, BROADCASTING.

Program director-announcer-disc jockey-record librarian-control board operator. All in one with three years experience. Minimum-fifty five dollars, forty hours plus talent, Box 645, BROADCASTING.

Engineer—First phone, some experience, available immediately. Box 646, BROADCASTING.

Attention, midwest! Announcer-special events man now available to progressive station. 4 years experience in all phases of broadcasting. Prefer Chicago area but will consider neighboring states. Box 650, BROADCASTING.

Chief engineer, construction, combination announcer. Florida or Gulf Coast only. Available March fifteenth. 15 years experience. $75 weekly minimum 48 hours. Excellent references. Box 651, BROADCASTING.

Manager—Can organize and meet stiff competition. Ten years in radio. Seven years executive in top market. Prefer competitive market in south or southeast. Available April or May. Top references. Box 652, BROADCASTING.

Program director—5 years announcing, writing, production experience, desires position as program director with small eastern station. Box 655, BROADCASTING.

Ability for hire—Program production, general assistant. 4 years program operations, college graduate, personable, young, single. Want responsible job with future. Box 656, BROADCAST.

Manager with excellent experience in sales and programming seeking permanent position with small station. Especially anxious to take over station which is now finding it difficult to operate in the black. Box 643, BROADCASTING.

Announcer—Just completed three month course in all phases of announcing at a leading Philadelphia school. Vet, single, prefer position in the east, but all offers considered. Disc and picture upon request. Box 657, BROADCASTING.

Negro—First class license desires position in broadcasting station. Single and will travel anywhere. Box 658, BROADCASTING.

Young, aggressive, personable station manager, now employed, desires change. I have filed applications which were approved by FCC. Supervised construction of stations, organized staff, training announcers, program directors and supervising sales. For further information Box 659, BROADCASTING.

Announcer—Looking for home, not boarding house. Experienced. Versatile. Good disc man. Veteran, college. Now employed. Permanent opportunity is the keynote. Disc, details. Box 660, BROADCASTING.

Announcer—Single, vet. Graduate S. R. T. Professionally trained in news, commercials, platter shows. Ambitious, personable. Available immediately, travel. Disc, photo upon request. Box 661, BROADCASTING.

Newscasting, writing or editing. 2½ years with present 10 kw ABC affiliate as commercial announcer and assistant news editor. Experienced in continuity. Can sell. Photo and disc upon request. Box 662, BROADCASTING.

Situations Wanted (Cont'd)

Account executive—local and network. 20 years radio and newspaper experience. Box 654, BROADCASTING.

Transmitter operator, first, married. Prefer east, college town. Box 653, BROADCASTING.

Staff announcer, experienced, reliable, family man. Presently employed network affiliate. Desires change, anxious to settle. Board operation. Box 664, BROADCASTING.

Announcer. 8 years experience. Let disc and letter talk. Desires position in east. $55.00 base, minimum. Box 665, BROADCASTING.

Part-time general station work desired Prefer announcing. Pleasing radio voice. Vet, 25, student attending morning classes, majoring radio. Available afternoon, evening, weekends. NYC or immediate vicinity. Box 666, BROADCASTING.

Announcer. Vet, 26, single, personable. Professionally trained all phases leading NY school. Disc, photo on request. Box 667, BROADCASTING.

Young, single announcer. Experienced, aggressive. Don Stellges, 4334 N.E. 114 Ave., Portland, Oregon.

Local chief engineer, available immediately; experienced. Prefer northern 1 to 5 kw. Veteran, married, 23. Jeff Donley, Morenci, Michigan.

Commercial manager available. Excellent sales, both local and national and network. Ten years in radio, family man. Would like to manage station and handle sales. 131 N. Pasadena Ave., Mesa, Arizona.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles. Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y C. Longacre 4-0340.

Experienced engineer-technician, on 250 watt, Collins, Western Electric and composite, as operator or chief. Available on short notice. A married man, age 50, will marry the job—if pay is right. Amateur background since 1930. Telephone first, no car. Box 674, BROADCASTING.

Young family man—Enthusiastic, fully qualified desires position as manager or commercial manager. Satisfactory reason for change. Good background in radio and transcription sales. Available on two weeks notice. Box 472, BROADCASTING.

Newsman with 50 kw CBS experience. Have done football play-by-play, other special events. Good voice, journalism graduate Northwestern University. Married, one child. Looking for permanent position with news and sportsminded station. Other qualifications on request. Available July first. Box 675, BROADCASTING.

Radio-minded young man eager to get a start in small stations. Extensive training in announcing, newscasting, and copywriting. Conscientious, ambitious and eager to learn. Ask only a chance to prove myself. Disc, copy on request. Box 677, BROADCASTING.

Television engineer. Former broadcast engineer, radio instructor, knowledge video, desires position TV station. Box 676, BROADCASTING.

Engineer-1st class ticket. Can handle remotes, studio mixing, recording, sound effects, transmitters, announcing. Presently employed 1000 w station. Excellent references. Desire permanent position. Middlewest or west. Box Horn, 716 N. Naches, Yakima, Washington.

Announcer, experienced. Versatile, capable, dependable. Family man. Prefers midwest. Available immediately. Glen Morton, 1821 6th Ave., N., Great Falls, Montana.

Announcer, married veteran. Two years experience with network affiliate station. News, record shows, remotes, audience participation, commercial announcing. Desires permanent position with progressive station. Available after sufficient notice. Box 679, BROADCASTING.

Announcing and programming. Three years experience at network affiliate. Good on news and narrating. Have excellent ideas for progressive station. Married veteran desires permanent position. Available after sufficient notice. Box 680, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer 50 kw desires progressive station, television, responsible industrial organization. Experienced high, low, frequency super power UHF development, allocations, high technical standard. Box 681, BROADCASTING.

Hunting nest—Local and net announcer with top rep. Successful with live talent, quiz shows, special events, etc., requiring catchy, intelligent ad-lib; news and platter shows. Prominent character actor. Writer of shows aired by major outlets. Originator of Captain Koko Kiddie Show soon to be recorded. Eight years in radio. Vet and college grad. Top references. Platter available. $100 weekly, minimum. Box 682, BROADCASTING.

Announcer—Graduate of School of Radio Technique. Inexperienced, but I'm willing to work hard, want to work hard, to gain announcing experience. Travel anywhere for job. Will audition personally for stations close to Chicago, otherwise have disc ready to send. Bill Gardner, 5506 Kenwood Ave., Chicago.

Experienced time salesman. Vet, 27, single. Available to Chicago or surrounding area stations. Aggressive, neat-appearing. Hal Froelich, 905 E. 55th St., Chicago.

Announcer—Experienced. Vet, single, age 22. Versatile from classical to jazz. Pleasing selling voice. Will travel. Record and photo on request. Box 683, BROADCASTING.

Young woman, 21, announcer and/or commercial continuity writer. Trained in all phases of radio. Box 684, BROADCASTING.

Desire transmitter position—radius 500 miles Hutchinson. Trained broadcast, FM, television. First phone, second telegraph, amateur. Emerson Koons, 535 East 3rd St., Hutchinson, Kansas.

Announcer—News, music, sports, special events. 4 years experience major New York station. Single, college grad, 23. Will travel. Box 691, BROADCASTING.

Announcer—Ambitious, young, single, 22, vet. Seeks announcer's position with small progressive station. Grad NY's leading radio school. Capable of handling newscasting, platter shows, ad-lib, remotes. Available immediately. Will travel. Box 690, BROADCASTING.

Engineer. 1st phone, 2nd telegraph, RCA grad seeks broadcast or television connection. Vet, 4 years maintenance chief, Army Airways Communications System. Box 689, BROADCASTING.

Engineer—1st phone, grad RCA Institutes. Desires connection broadcast or television station. Veteran. Box 688, BROADCASTING.

Announcer, young, versatile, ambitious. 6 months experience with MBS affiliate interrupted by Army. Graduate of leading announcing school. Willing to learn and travel. Box 687, BROADCASTING.

Announcer-narrator. Experienced. Desires location with Florida station. College graduate. Write Burton, 161 N. Kenilworth, Oak Park, Illinois. Euclid 324.

Can you use a good all-round announcer? Experience. Available immediately. E. P. Santell, 2904 Farnsworth, Apt. A, Great Lakes, Illinois.

Salesman—Desires opportunity in time selling. Either midwest or west coast. Good advertising background. Family man, Clem J. Kaias, 3042 N. Knox Ave., Chicago 41, Illinois.

You're not satisfied with present set-up, so you're shopping for help. Thirteen years in radio; chief engineer two station; assistant manager regional; good news voice, but no patent medicine barker. Experienced control room, recording, personnel management. Ten years with one company, don't drink or drift. Seeking change of climate for family, housing must be available. Prefer southwest. Take time to investigate references since decision depends upon mutual satisfaction. Box 692, BROADCASTING.

Television network experience in writing, directing. Backed with 7 years writing, directing, programming in radio. Prefer television West Coast or what have you. Excellent references. Age 30, married with family. Box 299, BROADCASTING.

Announcer—Experienced. 26, single. Experienced in news, commercials and commercial writing, also a little selling. Ambitious and sincere. Will travel. Photo and disc available. Box 678, BROADCASTING.

Vet, single, versatile. Trained in all phases radio. Desires announcing. Box 685, BROADCASTING.

Employment Services

Radio personnel—We have openings for junior and senior announcers, writers, producers, newscasters, sportscasters, operators, chief engineers, technicians. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

Construction chief engineer, instructors, technicians (type 40 WPM); senior announcers, copywriters; salesmen; program directors, announcer-operators—openings thru R&R, Box 413, Philadelphia.

For Sale

FOR SALE

FLORIDA

FULLTIME STATION

Attractive money-making fulltime station in one of Florida's rich and growing markets.

PPrice $100,000.

Wrtie exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn 1011 New Hampshire Ave. National 7405	Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672

188 ft. Lingo guyed tower complete with guys plates, insulators, standard lighting and lighting choke. General Radio frequency monitor crystal for monitoring 1340 kc. Two RCA TMV 129-B crystals with heaters, one for 1340, one for 1310 kilocycles. Approximately 7000 ft. No. 8 bare copper ground wire. All available immediately WSAV, Savannah, Georgia.

For sale and immediate delivery, 1 model F Presto recorder, in excellent condition. This piece of equipment has been in use only 3 months. Price: $1500. Box 471, BROADCASTING.

For sale—1 Presto type 6-N recorder, 8 ohm cutter, in carrying case, A-1 condition, $450. Box 617, BROADCASTING.

For sale—Rek-O-Kut turntables type G-2 standard. Two new; two used price $85 for used turntables; $95 for new turntables. Box 619, BROADCASTING.

250 watt network affiliate in midwest town of 19,000 population. Grossed 54.000 in 1947. Made 14.000 before taxes. Deal direct. Box 641, BROADCASTING.

Studio console, Gates model 30 deluxe in excellent condition $500.00. Available about March 1st. Box 647, BROADCASTING.

For Sale—250 watt station, town of 14,000. Network affiliation, exclusive field. Upper midwest. Partnership dissolution, $60,000. Netted $10,000 first year of operation. Box 666, BROADCASTING.

For sale—One Blaw-Knox 229 foot tower with set of tower lighting fixtures. Price $1500 in place Albuquerque, New Mexico. Box 669, BROADCASTING.

Tower construction and maintenance available now. Ace Hi Tower Construction Company, H. C. Tant, Manager, Offices at WROM, Rome, Georgia. Phone 9075.

For sale—180 foot self-supporting International tower with lighting system. Excellent condition. Write or wire WMLT, Dublin, Georgia.

For sale—Must sell 10 kw transmitter. Composite, but dependable. Wire or phone Mark W. Bullock, Chief Engineer, KFAB, Lincoln, Nebraska.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—New towers, any height, immediate delivery. Write, wire or phone 8503. John Greene, Mid-South Tower Company, Southern Pines, N. C.

Temco, 250 watt transmitter, new, studio console, monitor amplifier, two speakers in cabinets, oscilloscope; sacrifice everything $1500. Chester Daly, 1943 Seneca, Buffalo.

PARAMOUNT OFFERING TV FILMS TO OTHERS

PARAMOUNT pictures is offering advertisers off-the-screen sight-and-sound film recordings of their New York television programs for use in other markets, utilizing the process developed by the motion picture company and demonstrated at the TBA annual meeting last December [BROADCASTING, Dec. 15].

Tentative rate is 20 cents a foot of 35 mm film, which would bring the cost of filming a 15-minute program to $270. If the film recordings of the original live show were to be used on 10 other stations, the price would then be $27 per station, plus the cost of the 35 mm or 16 mm prints which can be made at the regular commercial rates.

Service is for the present restricted to New York, as Paramount has only the one hand-built experimental unit, but eventual expansion into a nationwide service is contemplated if it proves successful in New York.

WEFM BACK TO NORMAL SANS BBC INTERFERENCE

WEFM Chicago, Zenith Radio Corp.'s FM station, Feb 1 resumed its normal operating schedule which was shifted last Nov. 29 to avoid interference with the British Broadcasting Corp.'s television station.

Schedule change originally was requested of FCC by Comdr. E. F. McDonald Jr., Zenith president, in reply to a BBC cable which disclosed that WEFM's signal (on 45.1 mc) was heard at a strength of 200 mv. Station's original 9:30 a.m. opening hour together with sunspot activity in southern England reportedly were effecting difficulties there in TV operation. In deference to BBC, WEFM began broadcasting at 10 a.m. Emergency situation is not likely to occur again for another 11 years, it is said.

For Sale (Cont'd)

Two 6-N Presto recorders as new, complete with 4-A cabinets and playback pickups. Price $1200.00. Also, new crated 75 foot self-supporting Wincharger FM tower. David Potter, WNAE, Warren, Penna.

For sale—Model 55-B Pierce wire recorder, complete with case and extra wire. Used very little and almost new, $250.00. Radio KIT, Yakima, Washington.

Wanted to Buy

AM field intensity meter and RF bridge. Box 698, BROADCASTING.

Station in small market now operating at loss or CP anywhere. Box 422, BROADCASTING.

Wanted used 250 or 1000 watt FM broadcast transmitter FCC approved make. Box 694, BROADCASTING.

Wanted—One or more base insulators to support 300 foot tower. Box 695, BROADCASTING.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

BIGGEST disc jockey in the U.S.A. is the title claimed by Russ Brown (367 pounds), recently added to the staff of WNDB-FM, the *News-Journal's* FM station in Daytona Beach, Fla. Mr. Brown, former contract player for MGM, who appeared in such movies as "A Tree Grows in Brooklyn" and "Corregidor," is heard daily on a sponsored one-hour program over WNDB-FM. Station broadcasts on an 18-hour-a-day schedule

7 Radio Students at New School Will Work at UN

SEVEN New School students will work for six weeks as volunteers at Lake Success after being accepted for United Nations internship, the school has announced. All are members of Dr. Arno Huth's international broadcasting class.

Five, who have had broadcasting experience, are assigned to the UN radio division. They are Marie Bransfield, CBS department of literary and program clearance; Helen Dunlop, formerly supervisor and producer of French programs for American Broadcasting Station in Europe; Garry Larsen, program assistant at CBS; Bernie Rosenberg, formerly production manager of WINS New York, and Kasena Toub, program department at WNYC New York.

The other students are George Reich, assigned to the films and visual information division, and Gertrude Toub, assigned to the legal department.

Three Seattle Stations Ratify AFRA Contract

THREE Seattle stations and AFRA on Feb. 4 ratified an agreement for increased scales.

A $6 weekly increase, boosting staff announcers to $81 and staff news announcers to $87.75, was granted in the agreement reached by the union and KOL, KING and KXA. Fees of freelance announcers, actors and singers were advanced 5%. All grants were made retroactive to Jan. 1.

AFRA and network affiliates will continue negotiations at a meeting scheduled for Feb. 9.

BIRTHDAY INTERVIEW

110-Year-Old Woman Featured On WAZL Broadcast

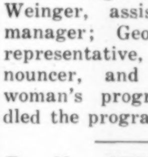
MOUNTAIN hazards and eng neering obstacles faced WAZ Hazleton, Pa., in obtaining an i terview with a woman on h 110th birthday. In sub-zero weat er, an expedition shoveled its wa up Stonecrusher Hill through a 18-inch snow and recorded a pr gram that led to wide publicity in cluding an NBC *News of th World* insert.

Since the centenarian's retrea had no electric power, a gas-drive generator was used to drive th wire recorder. Sponsors of WAZL' *Spinning Wheel* provided gifts fo the birthday interview. Mrs. Mar O'Neil, the centenarian, enjoye the affair and talked easil WAZL reported.

Because the generator's fr quency differed from WAZL's lin current, it was operated from th station roof in playing back th wire recorder for a wax recording. In charge were Elwood Tit chief engineer, and Stanle Weinger, assistant. Vic Diehm manager; George Martin, sale representative, Paul Brown, announcer, and Margot Fortun woman's program director, handled the program end.

E. K. JETT ADDRESSES BALTIMORE AD CLUB

"I VENTURE the guess that 2 million FM receivers will be in use within five years," E. K. Jett vice president i charge of radi of the Baltimor Sunpapers, tol members of th Advertising Clu of Baltimore attending their 40th annual banque held Feb. 7 at th Hotel Emerson Mr. Jett was formerly a membe of the FCC.



Mr. Jett

"If I were planning an aura broadcast service for myself," he added, "I would certainly wa both AM and FM as the best insurance for the future."

"How . . . can television be a profitable business?" he aske "There are at least two answe First, television must look to th advertiser as its chief means o support. And with both sight an sound the advertising costs will b higher. Secondly, there will be re atively few television stations t support. The limitation on num ber of stations, however, will b governed by available spectru space, and not by governmen controls on competition."

YNVP Managua (La Voz de Nicaragu last week became first Nicaraguan st tion to transmit over standard broa cast band, according to announceme by Pan American Broadcasting Co. s tion's U. S. representative. YNVP tra mits simultaneously with 3-kw standa wave and 1-kw shortwave.

KTSW's Principals Petition on Order

Insists That Intention Was Not To Deceive FCC

THE OWNERS of KTSW Emporia, Kans. have petitioned FCC to dismiss the pending show-cause order involving their acquisition of control [BROADCASTING, Jan. 5], and filed simultaneously an application covering the transfer in question.

The petition concedes that a transfer of control did occur on July 15, 1946 without an application for Commission consent. But it insists there was never any intention to deceive the Commission and that actually when FCC granted KTSW its regular renewal last July the Commission already had "full knowledge of the facts set forth as its premises for issuing" the subsequent show-cause order.

FCC's order grew out of an application filed last July for transfer of the combined 74% interests of R. J. Laubengayer and Sidney F. and John P. Harris to Gervais F. and Robert B. Reed for $40,942 [BROADCASTING, July 21]. The order conceded that the various purchases of KTSW stock by Messrs. Laubengayer and Harris had been appropriately reported to FCC but pointed out that no transfer application had ever been filed.

KTSW's petition to dismiss the proceeding agreed that "it now would appear from looking at the entire transaction in retrospect in the light of the present interpretation of the rules of the Commission, that an application for the Commission's consent . . . should have been filed." But, it was pointed out, the purchases were made at various times and "at no time did [Messrs. Laubengayer and Harris] have any preconceived plan or intent to acquire control of KTSW." Instead, the petition noted, they bought stock only because of their joint interest in KTOP Inc., a Topeka firm whose application was contingent upon a grant to KTSW to change frequency. (The KTOP application later was denied.)

"If an error has been committed," said the petition, filed by John P. Carr of the Washington law firm of Dow, Lohnes & Albertson, "it has been one of judgment on the part of the counsel for the parties. This counsel assumes full responsibility for all errors of omission or commission on their part. The records . . . will show that the counsel for the parties at that time was Dow, Lohnes & Albertson."

The transfer of application in question in the show-cause order, as filed simultaneously with the petition, is for FCC consent to transfer of control to Messrs. Laubengayer and Harris and others from J. J. Hovorka, Ike Newton, J. J. Kowalski and J. Nelson Rupard. Asking waiver of the Avco open-bidding rule, the petition noted that the pending sales to Messrs. Reed would result in a $3,750 profit, but said this difference is "so insignificant as to warrant a waiver of the requirement for further advertising." The petition noted also that the proposed transfer to the Reeds had been properly advertised but that no competitive bids had been received.

Messrs. Laubengayer and Harris also are associated in ownership of KSAL Salina, Kans., and with other associates have an application pending for acquisition of KFBI Wichita for $350,000.

KTSW operates on 1400 kc with 250 w. KFBI is on 1070 kc with 10 kw day and 1 kw night.

COMEDY SHOWS They're Cleaning Up, Poll Reveals

"THERE'S no doubt about it, radio comedy programs are cleaning up."

That was the conviction recently expressed at St. Joseph's of Indiana, tabulation headquarters of the Radio Acceptance Poll, which has completed its 14th week of operation. According to the last two weekly reports, "college students of all creeds think that back-alley barbarisms and bouble-meaning jests are on the way out."

For the third time in the past four weeks, all comedy programs monitored were generally "acceptable" or better from a good taste viewpoint; none was "barely acceptable" or "offensive." Reports revealed the opinions of 446 college student listeners across the nation after they had audited 16 shows during the weeks beginning Jan. 4 and 11.

Topping the lists again were Fibber McGee & Molly, whose "highly acceptable" rating won them that distinction for the 13th time in 14 weeks. Red Skelton and Fred Allen also ranked in that classification (for Jan. 4 and 11 respectively).

Cumulative ratings, based on 9700 program ballots and 35,948 individual performer votes covering 14 weeks, indicate rankings in this order: (Programs) *Fibber & Molly, Burns & Allen, Jack Benny, Red Skelton* and *Jimmy Durante.* (Individual Performers) — Molly, Harlow Wilcox, Fibber, Mr. Wimple and Dennis Day.

Three individual performers—Vera Vague, Lou Costello and Lulu McConnell—received "barely acceptable" ratings for the week of Jan. 11-17. RAP headquarters listed students score-card comments as:

"Vera is just a little too immodest . . . too bad that Hope—who has done much for radio and the boys overseas—must tell off-color jokes . . . characters lead Costello into many low jokes. . . ."

Cumulatively both Vera Vague and Bob Hope held "barely acceptable" positions.

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WMCF *the first FM station in Memphis and the Mid-South*

WMCT *WMC with television coming soon!*

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WCKY

50,000 WATTS
OF
SALES POWER

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FCC Actions

(Continued from page 66)

Applications Cont.:

thorized increase power, change type trans. and changes in DA-N to make changes in DA.

AM—1490 kc

Leader Pub. Co., Guthrie, Okla.—CP new standard station 1490 kc 250 w unl.

AM—740 kc

All-Oklahoma Bcstg. Co., Tulsa, Okla.—CP new standard station 740 kc 25 kw N 50 kw D unl. AMENDED to change power to 10 kw N 50 kw D, change DA-N pattern and change trans. location. AMENDED re change in corporate structure.

AM—1230 kc

WERC Erie, Pa.—CP install new vertical ant. with FM ant. mounted on top of AM tower and change trans. location.

License for CP

WCSC Charleston, S. C.—License to cover CP, as mod., which authorized increase power, install new trans. and DA-N, change in trans. location, mount FM ant. on No. 2 tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KIHO Sioux Falls, S. D.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—790 kc

WMC Memphis, Tenn.—CP make changes in DA and to mount television and FM ant. on AM tower.

AM—1400 kc

Community Bcstg. Co., Corpus Christi, Tex.—CP new standard station 1400 kc 100 w unl. AMENDED to change power from 100 w to 250 w.

Modification of CP

KINT Kingsville, Tex. — Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

KWFT Wichita Falls, Tex.—Mod. CP, as mod., which authorized increase power, change DA-N and to mount FM ant. on S. E. tower, for extension of completion date.

AM—1450 kc

WLPM Suffolk, Va.—Authority to determine operating power by direct measurement of ant. power.

AM—1520 kc

Lake States Bcstg. Co., Milwaukee—CP new standard station 1520 kc 5 kw DA unl. AMENDED to change officers, directors and stockholders.

Modification of CP

KMYC-FM Marysville, Calif. — Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVME Merced, Calif.—Same.

KMGM Los Angeles—Mod. CP which authorized new FM station, for extension of completion date.

KGO-FM San Francisco—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WDAK-FM Columbus, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WSOY-FM Decatur, Ill.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WLAW-FM Lawrence, Mass.—Same.

FM—98.9 mc

KBOA-FM Kennett, Mo.—CP new FM station (Class A) on Channel 221, 92.1 mc ERP of 306 w. AMENDED to change class of station from A to B; frequency from Channel 221, 92.1 mc, to Channel 255, 98.9 mc, change type trans. ERP from 306 w to 6860 w and make changes in ant.

Modification of CP

WTOA Trenton, N. J.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KBIX-FM Muskogee, Okla.—Mod. CP which authorized new FM station, for extension of completion date.

KAKC-FM Tulsa, Okla.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WKST-FM New Castle, Pa.—Same.

KYW-FM Philadelphia—Mod. CP, as mod., which authorized changes in FM station for extension of completion date.

FM—105.7 mc

San Antonio Baptist Assn., San Antonio, Tex.—CP new FM station (Class B) on 92.3 to 107.9 mc, ERP 2890 w. AMENDED to change frequency to Channel 289, 105.7 mc.

Modification of CP

WMGF Memphis, Tenn.—Mod. CP which authorized new FM station for extension of completion date. Also mod. CP which authorized new FM station to change ERP to 261 kw; ant. height above average terrain to 593 ft.; make changes in ant. system and change commencement and completion dates.

FM—105.9 mc

Howard Payne College, Brownwood, Tex.—CP FM station (Class B) on 92.1 to 103.9 mc and ERP of 2890 w. AMENDED to change frequency from 92.1 to 103.9 mc to Channel 290, 105.9 mc.

FM—107.9 mc

Buckner Orphans Home, Dallas, Tex.—CP new FM station (Class B) on 92.1 to 103.9 mc, and ERP of 2960 w. AMENDED to change frequency to Channel 300, 107.9 mc.

FM—93.3 mc

The Southwestern Baptist Theological Seminary, Fort Worth, Tex.—CP new station (Class B) on 92.1 to 103.9 mc, and ERP of 2890 w. AMENDED to change frequency to Channel 227, 93.3 mc.

Modification of CP

WSAU-FM Wausau, Wis.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

TV—204-210 mc

The Fairfield Bcstg. Co., Waterbury, Conn.—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. and aur. 27 kw, unl. AMENDED to change ERP from aur. 27 kw to 14.7 kw.

The Valley Bcstg. Co., Steubenville, Ohio—CP new commercial television station on Channel 12, 204-210 mc, ERP vis. 25.7 kw, aur. 12.86 kw unl.

License Renewal

KTIP Porterville, Calif.—License renewal AM station.

DEVELOPMENTAL DELETED

WJJD Inc., Chicago—Deleted developmental station W9XJD on Feb. 6.

AUTHORIZATION CANCELLED

AM—1370 kc

WESL Eastern Shore Bcstg. Co., Pre ton, Md.—1370 kc 1 kw D.

PETITION FOR REINSTATEMENT

AM—1230 kc

WERC Presque Isle Bcstg. Co., Er Pa.—CP change frequency from 1230 250 w unl. to 1260 kc 5 kw unl. DA-

Capitol Bcstg. Corp., Indianapol Ind.—CP for new commercial telev sion station to be operated on Chann 3, 66,000-72,000 kc, ESR-1520 unl.

APPLICATION DISMISSED

AM—1490 kc

Clarence J. McCredie and Bernice McCredie, (a partnership) Wenatche Wash.—CP new standard station 1490 250 w unl. DISMISSED Feb. 4.

AM—1280 kc

WDSU New Orleans, La.—CP to ma changes in the DA and mount FM a on top of No. 2 AM tower. Dismiss Feb. 5.

APPLICATIONS RETURNED

AM—1340 kc

WBBQ Augusta, Ga.—CP to chan trans. and studio location from San Bar Ferry Road, near Augusta, Ga., 515 Jefferson Davis Ave., Augusta, G Returned Feb. 5, 1948.

License to cover

WATO Oak Ridge, Tenn.—License t cover CP, as mod., which authorize new standard station and authority t determine operating power by direc measurement of ant. power. Returne Feb. 9, 1948.

Triangle Publications, Inc., York, P—CP for new commercial television station to be operated on Channel 8, 180-186 mc, ERP of vis. 28.4 kw, aur. 14 kw unl. RETURNED Feb. 6, 1948.

TENDERED FOR FILING

Fort Morgan Bcstg. Co., Fort Morgan, Colo.—CP for new standard station to be operated on 1260 kc, power of 500 w D.

WWNL Newport, Ky.—Mod. CP to change frequency from 1110 to 740 kc, using power of 1 kw D-DN.

Assignment of License

WBMS and WTTR Boston, Mass.—Consent to assignment of license of AM and CP of FM station WTTR to WBMS, Inc. a Delaware Corp.

Robert C. Hodgkins, Northampton, Mass.—CP for new standard station to be operated on 1570 kc, 250 w D.

AM—1590 kc

KATL Houston, Tex.—CP to change employing DA-DN to DA-N increasing power from 1 kw to 5 kw and install a new trans.

WISN Milwaukee, Wis.—CP to mod. the DA system, using 1150 kc, 5 kw unl. DA-DN.

Modification of CP

WATV Newark, N. J.—Mod. CP to make changes in ant. and increase ERP from vis. 17 kw, aur. 8.3 kw to vis. 30.5 kw, aur. 15.25 kw.

TV—210-216 mc

Twentieth Century-Fox New England Inc., Boston, Mass.—CP for new commercial television station to be operated on Channel 13, 210-216 mc ERP of vis. 32.6 kw, aur. 16.228 kw.

Feature of Week

(Continued from page 10)

dividual strip of magnetic tape.

Then T. C. Kenney and J. E. Baudino, chief engineer and station manager, respectively, busied themselves devising plans to complete the operation. A tape recorder was set up beside the switchboard and synchronized for automatic and continuous operation. The machine then was connected to the switchboard. When a switchboard light flashes, the operator presses a button to bring the caller a greeting from one of NBC's stars, before responding with the customary salutation.

In Utah -

— more than 78% of the population and 86% of the buying income are concentrated in 9 counties where KDYL is the *popular* station.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
John Blair & Co.

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,561 licensed, 413 construction permits, 273 applications in pending file, 350 applications in hearing; FM—99 licensed, 203 conditional grants, 711 CPs (of which 306 are on air under special temporary authority) 52 applications pending, 61 applications in hearing; television—seven licensed, 80 CPs (of which 12 are on air), 119 applications pending of which 61 are in hearing.

TV—186-192 mc

WSOC Inc., Charlotte, N. C.—CP for new commercial television station to be operated on Channel 9, 186-192 mc, ERP of vis. 25.5 kw, aur. 12.8 kw.

TV—76-82 mc

Texas Bcstrs., Houston, Tex.—CP for new commercial television station to be operated on Channel 5, 76-82 mc, ERP of vis. 17.4 kw, aur. 8.72 kw.

AM—690 kc

Robert Dolph, Robert McCollum and J. T. Price Jr. d/b as The Longmont-Loveland Bcstg. Co., Longmont, Colo.—CP new standard station 690 kc 1 kw D.

Acquisition of Control

WILX North Wilkesboro, N. C.—Acquisition of control by Edney Ridge through purchase of stock from Hadley Hayes and Carrie Brewer Hayes.

Relinquishment of Control

KCOH KCOH-FM Houston, Tex.—Relinquishment of control of permittee corporations by William A. Smith, to William A. Smith, E. C. Hughes and Ed F. Hoffman.

Assignment of License

KBRO Bremerton, Wash.—Consent to assignment of license to Bruce Bartley d/b as Bremerton Broadcast Co. due to death of F. L. Pruitt.

FM—98.9 mc

Thomas H. Todd, Bertram Bank, Lamar Branscomb and Jeff Coleman d/b as Tuscaloosa Bcstg. Co., Tuscaloosa, Ala.—CP new FM station, Channel 255, 98.9 mc.

FM—92.3 mc

Fairmont Bcstg. Co., Fairmont, W. Va.—CP new FM station, Channel 222, 92.3 mc, ERP 14,300 w.

FM—92.3 mc

WHBY Inc., Appleton, Wis.—CP new FM station, Channel 222, 92.3 mc.

Modification of CP

WRTB Waltham, Mass.—Mod. CP to change aur. power from 30.7 kw to 29.8 kw, change type trans. equipment and make changes in ant. system.

TV—54-60 mc

WMIN Bcstg. Co., St. Paul, Minn.—CP new commercial television station on Channel 2, 54-60 mc.

TV—198-204 mc

Maumee Valley Bcstg. Co., Toledo, Ohio—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 17.66 kw, aur. 8.83 kw.

TV—180-186 mc

Triangle Publications Inc., (The Philadelphia Inquirer Division) York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 28.4 kw, aur. 14.2 kw.

Susquehanna Bcstg. Co., York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 0.775 kw, aur. 0.388 kw.

February 11 Applications . . .

ACCEPTED FOR FILING

License for CP

KCOK Tulare, Calif.—License to cover CP which authorized change type trans.

WTOR Torrington, Conn.—License to cover CP, as mod., which authorized new standard station and change studio location.

WGGG Gainesville, Fla.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

Radio Athens Inc., Athens, Ga.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

License for CP

WSIV Pekin, Ill.—License to cover CP, as mod., which authorized increase power, install new trans. and change studio location.

Modification of CP

WIBC Indianapolis—Mod. CP, as mod., which authorized increase power, install new trans., make changes in DA-DN and change trans. location, for extension of completion date.

License for CP

KWDM Des Moines, Iowa—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WTPS New Orleans, La.—License to cover CP, as mod., which authorized new standard station.

AM—1450 kc

WIBM Jackson, Mich.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KWOS Jefferson City, Mo.—License to cover CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower.

Modification of CP

KRTN Raton, N. M.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

License for CP

WPAQ Mount Airy, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by didect measurement of ant. power.

WCOL Columbus, Ohio—License to cover CP, as mod., which authorized install FM ant., on AM tower.

Modification of CP

WVAM Altoona, Pa.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1280 kc

Hanover, Pa.—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 1280 kc, change power from 250 w to 1 kw, change hours from unl. to D and change type trans.

License for CP

WEMB San Juan, P. R.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

KELO Sioux Falls, S. D.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio locations, for extension of completion date.

License for CP

WJIG Tullahoma, Tenn.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KUOA-FM Siloam Springs, Ark.—License to cover CP, as mod., which authorized new FM station.

FM—Unassigned

School of Radio Arts, Beverly Hills, Calif.—CP new FM station (Class A) frequency to be assigned. AMENDED to change type trans., change trans. site, ERP from 200.4 w to 1,000 w, and make changes in ant. system.

Modification of CP

KOMB Los Angeles—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVOE-FM Santa Ana, Calif.—Same.

WSB-FM Atlanta, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WBGE-FM Atlanta, Ga.—Same.

WGAA-FM Cedartown, Ga.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WHBF-FM Rock Island, Ill.—Same.

WCNB-FM Connersville, Ind.—Same.

WTRC-FM Elkhart, Ind.—Same.

KSBS Kansas City, Kan.—Mod. CP which authorized new FM station, for extension of completion date.

WBCM-FM Bay City, Mich.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KMBC-FM Kansas City, Mo.—Same.

WWDX Paterson, N. J.—Same.

WKY-FM Oklahoma City, Okla.—Mod. CP which authorized new FM station, for extension of completion date.

WLTN Lewistown, Pa.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WIP-FM Philadelphia—Same.

KLUF-FM Galveston, Tex.—Mod. CP which authorized new FM station, for extension of completion date.

FM—107.3 mc

Wayland Baptist College, Plainview, Tex.—CP new FM station (Class B) on 92.3 to 107.9 mc, ERP 2890 w. AMENDED to change frequency to Channel 297, 107.3 mc.

Transfer of Control

WEAM-FM Arlington, Va.—Voluntary transfer of control of grantee corporation from J. Maynard Magruder, William S. Banks, Samuel F. Roth, Harold G. Hernly, George H. Werner, Thomas J. Broyhill and Howard Stanley to Harold H. Thoms and Meredith S. Thoms.

License for CP

General Electric Co., Syracuse, N. Y.—License to cover CP which authorized new developmental station W2XSO.

(Continued on page 76)

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Peoria, Ill.

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in 71 of
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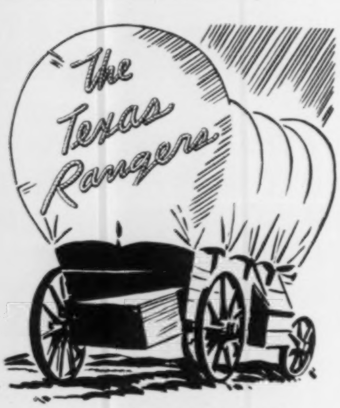

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WCON
5000 WATTS • 550 KC

FCC Actions

(Continued from page 75)

Applications Cont.:

Modification of CP

KSLH St. Louis—Mod. CP which authorized new noncommercial educational station, for extension of completion date.

KECA-TV Los Angeles—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date. AMENDED to extend completion date from 10-31-48 to 12-31-48.

TV—186-192 mc

Radio Station WSOC Inc., Charlotte, N. C.—CP new commercial television station, Channel 9, 186-192 mc, ERP vis. 25.5 kw, aur. 12.8 kw unl.

TV—198-204 mc

Maumee Valley Bcstg. Co., Toledo, Ohio—CP new commercial television station, Channel 11, 198-204 mc, ERP vis. 17.66 kw, aur. 8.83 kw unl.

Modification of CP

WJAR-TV Providence, R. I.—Mod. CP, as mod., which authorized new commercial television station, to change studio and trans. locations, change ERP from vis. and aur. 50 kw to vis. 30 kw, aur. 15 kw; change type equipment and make ant. changes.

TENDERED FOR FILING

AM—1060 kc

Edgar B. Stern, Edgar B. Stern, Jr. and Philip M. Stern d/b as Mississippi Valley Bcstg. Co., New Orleans, La.—CP new standard station 1060 kc 5 kw N 10 kw D unl. DA-DN.

Assignment of License

WBSC Bennettsville, S. C.—Consent to assignment of license to Bennettsville Bcstg. Co.

TV—210-216 mc

Voice of Alabama Inc., Birmingham, Ala.—CP new commercial television station, Channel 13 210-216 mc, ERP of vis. 26 kw, aur. not stated.

Mike Benton d/b as General Bcstg. Co., Atlanta, Ga.—CP new commercial television station, Channel 13, 210-216 mc, ERP vis. 36.8 kw, aur. not stated.

TV—54-60 mc

The KCKN Bcstg. Co., Kansas City, Kan.—CP new commercial television station, Channel 2, 54-60 mc, ERP vis. 15.4 kw, aur. not stated.

TV—192-198 mc

Edgar B. Stern, Edgar B. Stern, Jr. and Philip M. Stern d/b as Mississippi Valley Bcstg. Co., New Orleans, La.—CP new commercial television station, Channel 10, 192-198 mc, ERP vis. 31.7 kw, aur. 16 kw.

TV—180-186 mc

Triangle Publications Inc. (The Philadelphia Inquirer Division) York, Pa.—Resubmitted CP new commercial television station, Channel 8, 180-186 mc, ERP vis. 28.4 kw, aur. 14.2 kw.

TV—76-82 mc

KTRH Bcstg. Co., Houston, Tex.—CP new commercial television station, Channel 5, 76-82 mc, ERP vis. 17.9 kw, aur. 8.95 kw.

February 12 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

WBBQ Augusta, Ga.—CP to change trans. and studio locations. Resubmitted.

Modification of CP

WKRZ Oil City, Pa.—Mod. CP which authorized to install new vertical ant., mount FM ant. on top of AM tower and change trans. and studio locations, for extension of completion date.

Assignment of License

WNEL San Juan, P. R.—Voluntary assignment of license from Juan Piza to Station WNEL Corp.

Modification of CP

KTLW Texas City, Tex.—Mod. CP, as mod., which authorized new standard station, to make changes in vertical ant. and for extension of commencement and completion dates.

AM—690 kc

KSVC Richfield, Utah—CP change type trans.

Modification of CP

WATK Rolling, Wis.—Mod. CP, as mod., which authorized new standard station, to change type trans.

TV—210-216 mc

Twentieth Century-Fox New England Inc., Boston—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 32.6 kw, aur. 16.228 kw unl.

TV—180-186 mc

Triangle Publications Inc. (The Philadelphia Inquirer Division) York, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. 28.4 kw, aur. 14.2 kw unl. Resubmitted.

TV—76-82 mc

Texas Bcstrs., Houston, Tex.—CP new commercial television station on Channel 5, 76-82 mc, ERP vis. 17.4 kw, aur. 8.72 kw unl.

FM—92.3 mc

WHBY Inc., Appleton, Wis.—CP new FM station (Class B) on Channel 222, 92.3 mc, ERP 4.56 kw and ant. height above average terrain 330 ft.

APPLICATION RETURNED

AM—1490 kc

WEAR Pensacola, Fla.—Authority to determine operating power by direct measurement of ant. power. Returned Feb. 10.

APPLICATION DISMISSED

AM—1340 kc

Collier Cobb Jr., William Grady Pritchard, J. B. Johns (voluntary association), Chapel Hill, N. C.—CP new standard station 1340 kc 250 w unl. DISMISSED Feb. 11.

Hearings Before FCC . . .

FEBRUARY 16

AM—Further Hearing

WBAL Baltimore—License renewal.

Public Service Radio Corp., Baltimore—CP 1090 kc 50 kw unl.

To be held in Baltimore, Appraisors Stores Bldg.

AM—Hearing

WPAT Paterson, N. J.—CP 930 kc 5 kw unl.

WFMD Frederick, Md.—CP 930 kc 1 kw unl.

AM—Hearing

WWPN Middlesborough, Ky.—In ma ter of revocation of CP.

WMIK Middlesborough, Ky.—In m ter of petition of Middlesborough Bc Co., for reinstatement of CP.

AM—Hearing

KOY Phoenix, Ariz.—CP 550 kc 5 D 1 kw-N unl.

AM—Hearing

Texas Gulf Coast Bcstg. Co., Cor Christi, Tex.—CP 1070 kc 10 kw (DA-2) unl.

KBKI Alice, Tex.—CP 1070 kc 5 unl. DA-N.

AM—Hearing

Mt. Pleasant Bcstg. Co., Mt. Ple ant, Tex.—CP 960 kc 1 kw D.

R. G. LeTourneau, Longview, Te CP 960 kc 5 kw D.

TV—Hearing

The Travelers Bcstg. Service Co Hartford, Conn.—For television facili

The Connecticut Bcstg. Co., Ha ford, Conn.—Same.

The Yankee Network Inc., Hartf Conn.—Same.

The New Britain Bcstg. Co., Hartf Conn.—Same.

The Hartford Times Inc., Hartf Conn.—Same.

To be held in Court Room, Feder Bldg., at Hartford.

AM—Hearing

Mississippi Bcstg. Co. Inc., Sta ville, Miss.—CP 1230 kc 250 w unl.

Starkville Bcstg. Co., Starkville, Mi—Same.

To be held in City Hall at Starkvi

FUN AT L. A.

Committee Planning Convention Events

PLANS for entertainment of delegates to the NAB Convention in Los Angeles during the week of May 17 were developed at a Feb. 12 meeting of the Southern California Broadcasters Assn., held in Los Angeles.

As now set up the program includes a cocktail party Sunday, May 16, at the home of Atwater Kent. Production of a musical comedy under joint auspices of AFRA, Radio Writers Guild and Radio Directors Guild is proposed for May 17, taking the form of a "monster program" presenting many top radio personalities, according to William Beaton, KWKW Pasadena, SCBA president.

Limited numbers of tours through major film studios will be arranged by Harry Maizlish KFWB Hollywood, chairman o the Entertainment Committee. I addition special entertainment wi be provided for women under d rection of Ethel Bell Mack, SCB executive secretary and head women's activities for the conve tion.

SCBA committee chairmen w meet Feb. 16 to develop the e tertainment program. Scheduled take part are Mr. Maizlish, ente tainment; Lawrence W. McDowe KFOX Long Beach, transporta tion; Robert O. Reynolds, KMP Hollywood, accommodations; The ma Kirchner, KGFJ Hollywoo finance; Pat Campbell, Don Le complaints; Jennings Pierce, NB publicity; Miss Mack.

IT'S NO SECRET . . .

Time Buyers with vision have discovered that

WNEB

delivers more listeners per dollar in the third largest city in New England . . .

WORCESTER MASSACHUSETTS

Represented By:

Adam J. Young Jr., Inc. and Kettell-Carter

EXECUTIVES of KNEW Spokane, Wash., and KVNI Coeur d' Alene, Idaho, Mutual-Don Lee affiliates, and a representative of the George P. Hollingbery Co., Chicago, examine a contract under which the Hollingbery firm became national sales representative for the stations, effective Feb. 1. Seated, l to r: Knox La Reau, from the Hollingbery office in San Francisco; Harry Lantry, KNEW general manager; Burl C. Hagadone, president of KNEW and KVNI. Standing: Paul Crain (l) and William Rhodes, program director and sales manager, respectively, for KNEW.

FCC Reiterates Its Stand On Engineering Evidence

FCC reiterated last week that engineering evidence in broadcast hearings must be presented in Washington even though the nontechnical testimony is taken in the field, but provided that under certain circumstances no strictly engineering session may be necessary in simpler cases.

Reserving the right to request additional technical data and testimony if that appears necessary, the Commission said in a public notice Thursday:

> **. . . . . in those proceedings held both in Washington and in the field involving less complex engineering problems, such as competitive problems in the same community for Class 4 operations which appear to involve no engineering conflicts except with each other, the engineering data contained in the applications may be incorporated into the record upon stipulation of counsel for the applicants and the acquiescence of counsel for the Commission and the hearing officer. Accordingly, where it appears that a record in such a case is complete, the hearing officer may at his discretion close the record in order to avoid the need for reconvening the parties. . . . .**

WIRE AND TAPE DEVICES TO BE STANDARDIZED

STEPS to bring about interchangeability of equipment used in wire and tape recording were taken Wednesday at a meeting of a subcommittee of the American Standards Assn., held at the Hotel Cleveland, Cleveland.

K. Neal McNaughten, NAB assistant director, Engineering Dept., represented the broadcast association. Among those represented in the standarization project are Society of Motion Picture Engineers, Radio Manufacturers Assn. and the Navy. The subcommittee is attempting to bring about uniformity in parts used in wire and tape devices. If standardization is not attained as a result of the Wednesday session the subcommittee expects to hold further meetings.

EIGHTEEN WEEK course in television, "Fundamentals in Television," will be offered by Extension Division of U. of California, Los Angeles, starting Feb. 19.

PROGRAMS RATE HIGHER ON WBNS
"INNER SANCTUM"
Hooperating
(Winter-Spring '47)
23.1
ASK JOHN BLAIR
In Columbus It's
COVERS CENTRAL OHIO
WBNS
BMB
163,550 WBNS FAMILIES IN CENTRAL OHIO

Gammons' Name On Lobbying List

CBS Executive Registers, Files Explanatory Statement

EARL H. GAMMONS, CBS Washington vice president, added his name to the lobby list in the House and Senate last week, thus becoming the fourth radio figure to register under the 1946 Lobbying Act [BROADCASTING, Feb. 9].

Frank M. (Scoop) Russell, NBC Washington vice president, and A. D. Willard Jr. and Don Petty, NAB executive vice president and general counsel, respectively, previously had registered. The latter two, in complying with the law, attached protesting riders in which they claimed that any activities relating to legislation by Congress were "incidental" to their regular duties.

The CBS vice president filed an attached statement in which he described his duties as follows: (1) Supervision of CBS contacts with federal agencies, Army, Navy and Air Forces (2) making arrangements for broadcasts featuring the President, Congressmen, and government officials, (3) general supervision of all network shows, including news, which originate in Washington, (4) general supervision of WTOP, CBS-owned 50-kw outlet in Washington, (5) assisting the 160 CBS affiliates in their contacts with federal agencies and (6) occasional discussions with congressmen in connection with legislative matters which might affect CBS operations.

Added to the list of duties was a statement that "no part of registrant's salary has been allocated to this last-named activity."

Other radio executives who might be subject to the law were believed waiting for conclusion of hearings on the act which were scheduled to start tomorrow (Feb. 17). Sen. George D. Aiken (R-Vt.), chairman of the Senate Executive Expenditures Committee, had called the inquiry in view of what he called "considerable confusion" in the law [BROADCASTING, Feb. 9].

First witness is expected to be Irving R. Kaufman, who is conducting an investigation of the law and compliance with it for the Justice Dept.

Calif. FM Group

NORTHERN California FM broadcasters will hold an informal dinner in San Francisco Feb. 17 to discuss mutual problems. Guest speakers will be Herbert Nelson, chairman of board of governors of Northern Calif. AAAA chapter; Al Meyer, president of Leo J. Meyberg Co., RCA distributor; W. J. Lee, merchandising manager of radio department of Sherman & Clay Adv.; Paul Speegle, radio editor and columnist of *San Francisco Chronicle;* Lon Hughes, member of Fred Eldean, San Francisco public relations firm.

The Swing is to WHB in Kansas City
WHB
Kansas City
MUTUAL NETWORK
COMING! • FULL TIME
• 10,000 WATTS DAY
• 5,000 WATTS NIGHT
• 710 KILOCYCLES

YOU CAN HEAR THE DIFFERENCE
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

TV Rates

(Continued from page 19)

casters as against other broadcasting services."

Heretofore the cable link has been made available to television stations along its route on a free basis. It was opened to television in early 1946.

The Commission's order—and the rates which AT&T will file in accordance with it—apply only to the cable between New York and Washington, whereas the rates the company originally proposed would have been applicable to future cable links as well.

The intercity rates originally filed for television were as follows (monthly basis): For an interexchange channel per circuit mile per month, $40 for eight consecutive hours or fraction thereof per day, and $2 for each additional consecutive hour or fraction per day; for each station connection per month, $750 for eight hours or fraction per day, and $50 for each additional consecutive hour or fraction.

On this basis it was estimated that an eight-hour daily hookup between New York and Philadelphia would cost about $6,000 per month.

The proposed FM 15,000-cycle rates are based on a monthly airline mile cost of $10 for 16 consecutive hours, plus $300 monthly connection charges (two stations).

HALF-MILLION dollars' worth of television equipment will be supplied by RCA to the Crosley Broadcasting Corp. for video installations in Columbus and Dayton, Ohio, under terms of contracts negotiated in Cincinnati this month by (l to r) James H. Keachie, manager, Engineers Product Sales, RCA, and James D. Shouse, president, R. J. Rockwell, vice president in charge of engineering, and Elmer J. Boos, vice president and treasurer, respectively, of Crosley. WLWT, Crosley's Cincinnati video station, and the proposed installations in Columbus and Dayton represent an investment of approximately $1,600,000 [BROADCASTING, Feb. 9]. Crosley also has a television application pending for Indianapolis.

'CHICAGO TRIB' HITS RADIO

Newspaper With Heavy Radio Interests Calls Network and Stations 'Tools'

CHICAGO Daily Tribune, which owns WGN Chicago, a 50-kw clear channel MBS outlet, plus about 18% of the stock in the Mutual Broadcasting System, lashed out last Monday at radio in general and the networks in particular, as "tools of propaganda."

Basis for this particular whipping was an experience of Rep. Max Schwabe (R-Mo.) which the editorial describes. Mr. Schwabe, according to the *Tribune*, set out recently to find out why the great majority of radio speakers supported the Marshall Plan when the majority of listeners with whom the congressman was acquainted were against it.

His inquiry was started, the paper said, after a purported poll of Mr. Schwabe's district found the voters three to one against it, and six to one against it if it meant rationing and price controls. On checking the networks, the Missouri Republican reportedly was advised that they (the networks) presented both sides of any controversial matter which they carried. But by making his own check, Mr. Schwabe reportedly found that debate "was loaded six to one in favor of the Marshall Plan."

"This is nothing new," asserted the *Tribune*, "it has been going on since the inception of the New Deal." The editorial then went on to explain that "every radio station, because of the arbitrary power of the FCC to put it out of business, is subject to political pressure." "The networks," it added, "are most vulnerable to bureaucratic blackmail."

The *Tribune's* recommendation is to grant permanent titles to individual stations, revocable only upon proof of abuse. "This," according to the paper, "would free the stations from intimidation designed to make them follow the line of the party in power." This would help correct such "abuses" as Mr. Schwabe uncovered, said the editorial, but it would not wholly solve the problem.

The further suggestion is then made that after freeing the stations "from FCC blackmail," they should be encouraged to originate a large share of their programs and "thus reduce the networks to their proper status of service agencies for stations, instead of being dictators of the industry." Thus, the paper maintained, "both radio and the public would benefit."

Winding up on a final note of warning, the *Tribune* declared, "To allow four networks, all with headquarters in New York, to originate and dominate about 90% of all the radio discussion of political policy is a dangerous thing for the nation."

40 AFFILIATES ATTEND NBC NEW YORK CLINICS

NEARLY 150 representatives of 40 NBC Eastern stations attended program, promotion, engineering and press clinics conducted by the network at the Waldorf-Astoria Hotel, New York, last week.

The clinics, lasting Monday through Wednesday, featured NBC executives speaking and leading discussion in the various fields. Niles Trammell, president of NBC, addressed a luncheon meeting Tuesday.

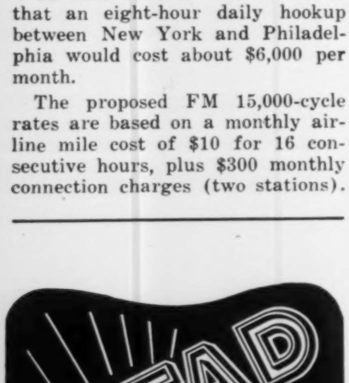
Monday's clinic dealt with programs and production and was presided over by Thomas C. McCray, NBC national program manager. The Tuesday session was concerned with promotion and advertising and was under the chairmanship of James H. Nelson, NBC director of promotion and advertising. On Wednesday an engineering roundtable was held and simultaneously the subjects of press relations and publicity were discussed at another meeting under the chairmanship of Sydney H. Eiges, NBC vice president in charge of press.

KMPC Drops 3 Newsmen, Names New Ad Manager

IN PERSONNEL shuffle at KMPC Hollywood last week four men departed and one joined. Three members of the news department released in a retrenchment move included Clete Roberts, director of public affairs, George Lewin and Maury Starrels. Eddie Lyons takes over as news supervisor.

Although Robert O. Reynolds, vice president and general manager of KMPC, declined to comment, it is understood that the departure of Mr. Roberts resulted in part from a clash on news policy.

C. G. Renier, program director, resigned and Herb Wixson, assistant manager in charge of sales and programs, takes over active direction of department. Joining station as advertising and promotion manager is Michael Watson, formerly with Steve Hannegan Hollywood office. Betty Hudson will continue as his assistant, according to Mr. Reynolds.



Want an ideal test market?
Then it's WTAD, with its dominant coverage of both a rural and urban area.

930 K. C. 1000 WATTS CBS AFFILIATE
WEED and COMPANY, REP.

A Lee STATION

KDKA

ABC Gives Report On WOOD Profits

Eventual Owner of 5-kw Station To Get $143,074, FCC Told

WOOD Grand Rapids, being held in trust by ABC pending FCC approval of its resale, has accumulated $143,074 to be turned over to the eventual owner, the network told FCC last week. Two applications for purchase of the station for $850,000 are pending before the Commission.

In a letter to FCC, Andrew G. Haley, Washington attorney for ABC, quoted Nicholas Priaulx, vice president and treasurer of the network, as saying:

> **As of Dec. 31, 1947, the amount due to the prospective purchaser of station WOOD was $143,074, representing net profits from . . . WOOD from July 17, 1946, to Dec. 31, 1947, of $130,945 plus $12,129 for an amount equal to the decrease in net carrying value of property, plant, and equipment of such station subsequent to July 17, 1946.**

The July 17, 1946, reference was to the date when FCC approved ABC's acquisition of WXYZ Detroit and WOOD Grand Rapids from King Trendle Broadcasting Corp. for $3,650,000 [BROADCASTING, July 22, 1946]. FCC stipulated that ABC hold WOOD and its subsequent net profits in trust for the ultimate owner.

The station, on 1300 kc with 5 kw, has been sold to Harry M. Bitner, Indianapolis broadcaster, and his family and associates for $850,000 subject to FCC approval [BROADCASTING, Sept. 1, 1947]. A rival application under the Avco open-bidding procedure is pending for acquisition at the same price by Liberty Broadcasting Co., which once was approved as purchaser of the station but whose purchase was never consummated.

ABC's letter followed an amendment by Liberty in which the ABC treasurer was represented as saying that profits from WOOD from July 17, 1946 to July 31, 1947 amounted to $125,000 after taxes, that the rate of net profits after taxes is about $10,000 a month, and that the total as of Feb. 1 would be $190,000.

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF JAN. 4-10, 1948

RANK OF TOP PROGRAMS

- Type E-1: Evening, Once-A-Wk., 15-60 Min.
- Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.
- Type D-1: Day, Sat. or Sun., 5-60 Min.
- Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

	TOTAL AUDIENCE					AVERAGE AUDIENCE				
	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
E-1	1	2	Lux Theatre	31.9	+0.8	1	4	Lux Theatre	25.0	+2.5
	2	8	Amos 'n' Andy	29.2	+3.0	2	1	Fibber McGee	24.3	−3.0
	3	1	Fibber McGee	29.0	−2.2	3	6	Amos 'n' Andy	23.8	+1.9
	4	4	Fred Allen	28.3	+0.1	4	5	Fred Allen	22.0	+0.1
	5	7	Charlie McCarthy	26.5	−0.4	5	7	Charlie McCarthy	21.6	+0.4
	6	12	Truth or Conseq.	25.2	+3.1	6	3	Red Skelton	21.2	−2.2
	7	3	Bob Hope	24.9	−3.6	7	2	Bob Hope	20.7	−3.0
	8	6	Fitch Bandwagon	24.8	−2.6	8	NR	Mr. District Attorney	20.4	+8.7
	9	NR	Mr. District Attorney	24.4	+8.1	9	11	Truth or Conseq.	20.0	+2.4
	10	10	My Friend Irma	24.4	+1.2	10	9	Jack Benny	19.4	−0.2
	11	NR	Godfrey's Scouts	24.1	+5.0	11	18	Godfrey's Scouts	18.9	+3.2
	12	5	Red Skelton	24.0	−4.0	12	10	My Friend Irma	18.7	+0.1
	13	9	Jack Benny	24.0	−0.4	13	NR	Duffy's Tavern	18.2	+8.5
	14	NR	Life of Riley	23.9	+4.1	14	NR	Kraft Music Hall	18.0	+7.0
	15	NR	Kraft Music Hall	23.7	+8.7	15	8	Fitch Bandwagon	17.5	−3.4
	16	NR	Duffy's Tavern	23.6	+9.2	16	NR	Life of Riley	17.4	+2.2
	17	NR	Your Hit Parade	23.2	+5.8	17	17	This is Your FBI	17.1	+1.4
	18	NR	Inner Sanctum	21.7	+5.4	18	NR	Jergen's Journal	16.5	+1.9
	19	15	Adv. Sam Spade	21.5	+0.6	19	14	Adv. Sam Spade	16.4	+0.3
	20	NR	Burns and Allen	21.5	+7.4	20	NR	FBI in Peace and War	16.2	+8.2
E-5	1	1	Lone Ranger	19.3	+4.1	1	1	Lone Ranger	14.9	+3.4
	2	NR	Bill Henry News	13.2	+1.5	2	2	Bill Henry News	12.2	+1.6
	3	2	Supper Club	12.9	+0.7	3	3	Supper Club	10.1	+0.1
D-5	1	8	Right to Happiness	12.8	+3.7	1	1	Backstage Wife	11.6	+2.8
	2	4	Backstage Wife	12.7	+2.9	2	4	Right to Happiness	11.5	+3.4
	3	NR	Girl Marries	12.1	+3.8	3	NR	Girl Marries	10.6	+3.9
	4	11	Stella Dallas	11.6	+2.9	4	8	Stella Dallas	10.3	+2.8
	5	NR	Young Widder Brown	11.5	+3.4	5	14	Young Widder Brown	10.3	+3.2
	6	3	Our Gal, Sunday	11.3	+1.4	6	3	Our Gal, Sunday	10.0	+1.7
	7	NR	Portia Faces Life	10.9	+3.6	7	NR	Portia Faces Life	9.6	+3.4
	8	12	Pepper Young	10.8	+2.3	8	2	Big Sister	9.6	+1.1
	9	NR	Lorenzo Jones	10.8	+2.8	9	11	Pepper Young	9.5	+2.2
	10	5	Big Sister	10.7	+1.1	10	NR	Lorenzo Jones	9.4	+2.7
	11	9	Ma Perkins (CBS)	10.5	+1.4	11	6	Ma Perkins (CBS)	9.2	+1.3
	12	1	Arthur Godfrey	10.4	0.0	12	7	Rom. Helen Trent	8.6	+1.0
	13	6	Wendy Warren	10.1	+0.8	13	9	Arthur Godfrey	8.3	+1.0
	14	2	My True Story	9.8	−0.3	14	NR	Wendy Warren	8.2	+1.2
	15	10	Rom. Helen Trent	9.6	+0.6	15	NR	Aunt Jenny	8.2	+1.1
D-1	1	4	True Detective Myst.	16.2	+2.2	1	1	The Shadow	13.6	+1.4
	2	3	The Shadow	15.9	+1.9	2	3	True Detective Myst.	13.2	+2.2
	3	NR	House of Mystery	14.3	+3.5	3	2	Armstrong Theatre	10.9	−0.4
	4	1	Armstrong Theatre	13.5	−1.3	4	4	Grand Central Station	10.8	+0.1
	5	NR	Quick as a Flash	13.5	+0.5	5	NR	House of Mystery	10.6	+2.8

KEY TO SYMBOLS — (NR) Not ranked in "Top Programs" in preceding report.

Listeners Get Choice

MIDWEST RADIO audiences had choice of AM, FM, and TV on same program Tuesday night when WGN Chicago, WEAW Evanston (Ill.), and WBKB Chicago aired simultaneously the Illinois Republican Day Dinner from the Stevens Hotel. Senator Edward Martin (R-Pa.) was the principal speaker. Twelve downstate Illinois stations rebroadcast WGN's program.

in ATLANTA
WBGE
WBGE — FM
ATLANTA'S LEADING INDEPENDENT STATION
FIRST
ONLY
Locally owned station
Locally operated station
24 hour station
Full Time FM Station
Maurice Coleman, Gen. Mgr.
Studios and General Offices
GEORGIAN TERRACE HOTEL • ATLANTA, GEORGIA
GENERAL BROADCASTING COMPANY

Fire-Gutted WANN Gets Re-Equipped in 10 Days

EFFORTS of the U. S. Navy and the Raytheon Manufacturing Co. put WANN Annapolis, Md., back in operation within 51 hours after it had been completely demolished by fire—believed to be one of the shortest re-equipping jobs on record.

Sunday morning, Feb. 1, the transmitter building of WANN burned to the ground as a result of a fire caused by a defective electric heater. Station Manager Morris Blum telephoned news of the disaster to Henry Geist, Raytheon regional sales engineer. The Raytheon plant at Waltham, Mass., was opened by 9 that morning to assemble equipment, and by afternoon a 1-kw station, inclusive of all components, was ready. True to tradition, the U. S. Navy answered a call to duty, and the Naval Academy at Annapolis lent mobile unit to transport the equipment.

From the time of the unit's arrival until Tuesday morning telephone company crews and electricians installed the new equipment, and at 9:30 a.m. WANN resumed normal operations.

ACADEMY HEARS TALK BY OFFICIAL OF NBC

NBC television network will have a relay system of its own operating south from New York to Washington, O. B. Hanson, network's vice president in charge of engineering, revealed to The Academy of Television Arts and Sciences, in Hollywood on Feb. 10.

This, he explained, was necessary to make additional facilities available at times when the coaxial cable between the two cities was otherwise being used.

Nominations of new officers were a highlight of the meeting and the following slate was selected with elections to come at the next monthly meeting of the group March 9: President: Norman Blackburn, recently resigned as vice president of J. Walter Thompson Co., Hollywood; Ronald C. Oxford, executive producer of television of KFI Los Angeles; Charles Brown, program manager of KFI Los Angeles. First vice president: Harry Lubcke, television director of Don Lee Broadcasting System; Ray Monfort, technical director of *The Los Angeles Times;* Gayle Gitterman, formerly assistant movie director of MGM, currently working on commercial films. Second vice president: Don McNamara, television director of Telefilms Inc., Hollywood; Patrick Cunning, independent video producer.

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINIO
FM STATION
W--- CAPITAL OLD DOMINION
NOW OPERATING
18½ HOURS DAILY
47,000 WATTS AUTHORIZED POWER
In this Major Market
USE WMBG
REPRESENTED BY JOHN BLAIR & CO.
5000 WATTS
Bill Stern
Charlie McCarthy
Fred Allen
Jack Benny
Bob Hope
Fibber McGee and Molly
NBC
AFFILIATE

TV Applications

(*Continued from page 15*)

or even triple the number provided in the major-market allocation plan—though in actual operation it's not expected that there will be any demand for facilities in many of the smaller cities because of video's high cost.

This smaller-city allocation plan was drawn up primarily to assist FCC's engineering staff in meeting inquiries about availabilities in communities not covered in the major-markets table. It has not been released and probably won't be until the Commission has decided the Channel 1 question.

If Channel 1 is deleted from television, there must be some revisions in both the original and the secondary allocations plans to make up for the loss. Though FCC officials say that few cities will lose availabilities even if Channel 1 is taken away, admittedly many stations would be faced with greater coverage limitations.

Many industry leaders regard the pending Toledo situation as a test case on the possibility of "squeezing" additional channels into areas where the master plan makes inadequate provision. In Toledo, where the only allocated channel has already been assigned, four applications are pending along with a plan for moving one channel from Flint to Toledo and substituting another channel at Flint.

ATTENDING the annual MBS Board of Directors meeting at Washington's Carlton Hotel Feb. 6 was this trio of top executives. L to r: Robert D. Swezey, vice president and general manager of the network; Lewis Allen Weiss, chairman of the board; and Edgar Kobak, MBS president. Meeting was one of a series of weekend events for MBS directors, including a visit to the White House [BROADCASTING, Feb. 9].

Its advocates say this proposal would work without creating objectionable interference and suggest that the same sort of juggling could make additional channels available in other areas. Similar shifts have been made occasionally in FM.

Other potential solutions — or partial solutions—have been advanced. One would involve the use of directional antennas. But it was pointed out that this is largely an unknown quantity in television, and that FCC authorities have insisted that they do not contemplate extensive use of directionals in either television or FM.

Time-Sharing Plan

Another plan is time-sharing, which might help satisfy the demand for channels and at the same time soften the financial blow that comes from station operation. FCC's rules permit sharing, but thus far there has been no indication that any applicant wants to take advantage of it. The closest approach was in Philadelphia, where WIBG and the Philadelphia *Daily News*, both desirous of getting into the field, joined forces and applied as a single entity.

Television Broadcasters Assn. and independent video interests have emphasized to FCC that television needs at least three more channels immediately. Authorities, however, feel that there is little chance of getting more space below 400 mc.

The 4-mc band starting at 216 mc, where the television allocation ends, is assigned to government services, 220-225 mc is an amateur band, and the rest up to 400 mc is assigned almost solidly to government. Though industry spokesmen have insisted repeatedly that efforts should be made to pry away some of government's space, there have been no indications that this would be accomplished.

Meanwhile, more and more applicants—particularly in cities where there aren't enough channels to go around—are beginning to eye the 480-890 mc area with greater seriousness, taking the position that television will be vital to their future success but realizing that their chances are severely handicapped by existing allocations.

They point out that the upper band would accommodate 68 channels of the present 6-mc width—five times the existing 13, which may soon be reduced to 12.

Commission 'Concerned'

The Commission itself is described as "concerned" over the inequity of supply and demand, but is not expected of its own accord to originate any proposal of so drastic a nature as the opening of the upper band. That, FCC authorities feel, is a movement which would have to start with the industry. Since CBS's ill-fated petition for commercial color a year ago, no one has indicated any actual plan to raise the question of the upper band again at any early date.

A petition for commercial monochrome operation in the 480-890 mc area would confront the Commission with one of its toughest allocations questions. A foremost consideration probably would be color video itself—would the advent of color be precluded or impeded by use of the band for black-and-white, or could a plan be devised to accommodate monochrome and yet leave the way clear for easy transition to color when it comes?

It has been suggested that the 480-890 mc region might be divided into channels of a width arbitrarily chosen as the maximum which color television will require—say 16 mc, the width anticipated by CBS. Under this suggestion monochrome assignments — which take 6-mc bands—might be put in the middle of the 16-mc channels, thus allowing for conversion to color in the future.

Authorities pointed out that such a plan involves a number of assumptions which, unless they prove to be correct, would jeopardize orderly transition to color. For instance, the scheme could be thrown out of kilter unless color's ultimate band width was correctly anticipated. A waste of frequencies could result, unless a complete reshuffling were made.

Basic Problems

Aside from any specific plan, use of the 480-890 mc band presents basic problems with respect to both transmitters and receivers. High-power transmitters are not available for that area; as late as a year ago no large transmitter had been built that would operate in the upper part of the band. And the cost of receivers might easily be prohibitive in the early stages.

It was to problems of this type that FCC referred when it urged, both in its 1945 allocations report and in its color-television decision last year, that there be continuous experimentation with television in the higher band. In the allocations report it said:

> **The importance of an adequate program of experimentation in this portion of the spectrum cannot be overemphasized, for it is obvious from the allocations which the Commission is making for television below 300 mc that in the present state of the art the development of the upper portion of the spectrum is necessary for the establishment of a truly nationwide and competitive television system.**

NBC "Truth or Consequences" show will originate from New York Feb. 21 following Feb. 14 broadcast from Davenport, Iowa.

KFMB
sells
SAN
DIEGO
... better
than ever!
Soon 1000
watts on 550 kc
Remember! More power
means more sales to
more people . . .
KFMB
• Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

HOW MANY?
Over a half million people live in Southwest Networkland. . . . More than in Dallas, Houston, Kansas City, Denver, Atlanta or any but the first 25 cities in America. These people are excellent prospects for your products. Get the facts.
THE SOUTHWEST NETWORK
KSIL, Silver City, N. M. • KAVE, Carlsbad, N. M. • KOSA, Odessa, Tex.
KVKM, Monahans, Tex. • KVLF, Marfa-Alpine, Tex. • KIUN, Pecos, Tex.
KROD, (CBS) El Paso, Tex., Key Station
202 RADIO BLDG., EL PASO, TEXAS
TAYLOR · HOWE · SNOWDEN · · · REPRESENTATIVES

New Code

(Continued from page 15)

Public Relations Executive Committee as well as the Program Executive Committee which originally undertook the code project.

NAB President Justin Miller and others active in the standards have consistently maintained that the undertaking is a long-range, legislative project. Even when it goes into operation, frequent revising and interpreting are anticipated in line with industry and national developments.

When the board meets at Hot Springs Tuesday of next week each member will have a copy of the new and old standards, with parallel provisions on facing pages for easy comparison. The new paragraphs were worked out by the board's special code committee in cooperation with Harold Fair and Ben Miller, director and assistant director, respectively, of the Program Dept.

Final decision on the code is up to the board under the association's By-Laws. The board, however, has been tapping industry sentiment to keep abreast of station thought, apparently in the belief that an unpopular code not followed by most of the industry would be worse than no code at all. That explains the plan to give the membership another chance to discuss its provisions at open convention sessions.

International broadcast problems will occupy much of the board's time at its Hot Springs meeting. These issues have become so important that the board's special International Advisory Committee devoted three days to them at a meeting held early last week in Washington. Creation of a new International Dept. within NAB has been proposed.

Attempts by Mexico and Cuba to acquire additional facilities in the broadcast band are causing growing concern. At the NARBA engineering meeting held last November in Havana the two countries submitted demands for more clear channels. Decision is up to the third NARBA meeting to be held next August in Canada.

The NAB board likely will decide if the association is to be represented at the High-Frequency Broadcast Planning Group in Geneva, March 22-May 22. The Provisional Frequency Board is now functioning at Geneva. President Miller was host Tuesday at a dinner for the U. S. delegation to Geneva.

Copyright problems have assumed greater importance from the international angle, with widespread pressure for automatic copyrights on the part of many nations.

Copyright also is important from the domestic angle as time approaches for renewal of ASCAP contracts, expiring next year, and with Rep. Kearns (R-Pa.) planning to introduce in a few days a bill amending the 1909 copyright law to permit assessment of fees against broadcast stations for performance of phonograph records.

The music situation is quiet during the early part of the 60-day AFM truce, but will become acute when network-AFM negotiations are resumed March 1. The NAB board will be given a review of music developments along with a report on the cooperative Industry Music Committee project.

Problems on Agenda

Legislative and regulatory problems will be studied by the board. Main legislative interest centers around the Kearns plan, the pending White Bill (S-1333) to amend the Communications Act and the Lemke Bill (HJRes-78) which would give FM part of the 50 mc band.

Effect of the recent WHLS Port Huron, Mich. decision of the FCC with its far-reaching impact on political broadcasts, will be discussed. Also on the agenda is the pending March 1 hearing by the FCC on the 1941 Mayflower decision. NAB last week asked postponement of the hearing (see story page 89).

Association budget problems will get their usual attention. The Finance Committee is to meet a day ahead of the board. An annual budget of $735,000 was adopted for the year at the November board meeting, compared to about $700,000 in 1947. Current running expenses are understood to be close to budget limitations.

The board will have a chance to study effect of the increased dues schedule adopted in November. About a dozen stations are said to have resigned with adoption of the new rates, but some of these were caused by a new rule preventing owners of more than one station from enjoying the rate applying to the smallest unit in the group.

Reports will be received by the board from standing committees, most of which have held meetings since the first of the year. Among projects to be considered is a proposed industry promotion campaign to be built around a motion picture. Three of the four major networks already are proceeding with production of such a film, but should the board lend its support the project will be enlarged [BROADCASTING, Feb. 9]. The Sales Managers Executive Committee has approved the idea [BROADCASTING, Jan. 12].

Among purely organizational matters is the plan for election of new directors by mail ballot, as provided in the new By-Laws adopted last year [BROADCASTING, Feb. 9]. Nominating ballots are to be mailed early this week by Ernst & Ernst, accountants.

Directors will be nominated by even-numbered districts, with 109 member representatives certified in District 2, 237 in District 4, 139 in District 6, 83 in District 8, 103 in District 10, 58 in District 12, 72 in District 14 and 85 in District 16.

Directors-at-large will be nominated as follows: 72 member representatives certified for large stations; 563 for medium; 625 for small; 57 for Class A FM; 580 for Class B FM.

Membership is at an alltime record high, with 1,899 stations involved in mailing of nomination forms. Lists of nominees will be mailed March 15 for the final voting.

The board's special convention committee will report on plans for the management convention in Los Angeles May 17-18, as well as the May 20-21 engineering conference. Contracts have been signed with the Biltmore, headquarters hotel, and other hotels.

Orchids for Sowell

LATEST reaction to *What's Happening*, weekly hometown news program presented by WLAC Nashville's Manager F. C. Sowell [BROADCASTING, Feb. 9], is a highly complimentary editorial in the *Lawrenceburg* (Tenn.) *Democrat - Union* which lauds Mr. Sowell for his "cooperation, rather than competition, with the newspapers of Tennessee." The paper then advises those readers who have not heard the program to "tune in on WLAC each Sunday morning at 9 a.m. just as you are finishing dressing for Sunday School, and you'll find a bit of wit, wisdom and information that will give you a real boost."

Brotherhood Week Radio Kits Go to All Stations

RADIO KITS including suggested station breaks, transcribed and live spot announcements and fact sheets have been sent to all U. S. stations for use during Brotherhood Week, Feb. 22-29, by the National Conference of Christians and Jews.

Accompanying the kits were letters of explanation by former Secretary of War Robert P. Patterson, general chairman of Brotherhood Week, and Niles Trammell, NBC president and chairman of the Brotherhood Week radio committee.

Other members of the radio committee are Frank Stanton, CBS president; Mark Woods, ABC president; Edgar Kobak, MBS president; Justin Miller, NAB president, and James Sauter, Air Features Inc. president.

KGW
NBC AFFILIATE
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

RADIO COMES TO OAK RIDGE

Unique Problems Beset Construction of WATO

OAK RIDGE, Tenn., fabulous home of atom bomb ingredients, has had no unemployed, and no radio station up until now.

The lack of unemployment will continue; when an Oak Ridge resident quits work, he is removed from the reservation.

But the lack of a radio station was remedied Feb. 1 when a new station—WATO—took the air in the nation's newest city. Even so, this home of 36,000 (of whom 21,000 are gainfully employed) still has no daily newspaper.

Call letters WATO for the new 250-w fulltime outlet on 1490 kc were adopted a few weeks ago after the Atomic Energy Commission objected to the original WBOM. The Commission objects to any sort of explosive reference to a vast project that is expected to provide the developmental facilities and basic materials for an entirely new source of peacetime energy.

The tale of WATO's conception and pre-natal trials will stand on end the hair of the most calloused broadcasters, steeped in the ordeals of private and public rigors and red tape.

The germ of an Oak Ridge radio enterprise developed in the active mind of Frank E. Pellegrin, shortly after he returned to his prewar post at the NAB as director of Broadcast Advertising in September 1945, and shortly after two atom bombs were detonated over Japanese cities. (Mr. Pellegrin leaves NAB March 1 to head a new daytimer in St. Louis).

Receives Grant

With Homer Gruenther, Washington businessman and friend, he applied to the FCC Jan. 23, 1946 for an Oak Ridge grant. He got it, without hearing, the next April 3, with Mr. Gruenther turning over his interest to Carlin French, former owner of WTMV E. St. Louis and now radio director of Lorenzen & Thompson, station representative.

There was nothing to do but get the equipment, set it up, arrange studio facilities and book big shots for the debut.

Marshall H. Pengra, general manager of KRNR Roseburg, Ore., was induced to leave his 12-year post to manage the Oak Ridge enterprise.

One sultry day early last September Mr. Pengra arrived at the closely-guarded Oak Ridge gate, armed with his CP, and after cursory routines simplified by advance preparation was escorted to a prepared room in the Guest House. Before he could open his suitcase, the phone rang and he was invited to a conference with officials of Roane-Anderson Co. (subsidiary of Turner Construction Co., New York), the project concessionaires.

"We didn't invite you," he was courteously informed by officials, who didn't seem too much impressed but were willing to go along with the project for a while.

Then he encountered the first of a series of details that no person unfamiliar with the requirements of an atom factory could conceive. The Instruments Branch, of course, would have to be cleared. That took 30 days, giving Mr. Pengra a chance to go back to Roseburg for his family.

Suppose the Branch would decide it didn't like 1490-kc radiations! After all it wouldn't even allow an electric light or water meter on the reservation.

Finally the critical report:

"... Therefore, considerations as to possible high fields set up around resonators as well as standard expected broadcast fields had to be considered and tests indicated that no radiation detection instruments, using the present standard shielding and grounding techniques, would give erroneous results at distances greater than one mile from medium powered standard broadcast transmitters."

That paragraph from the Instruments Branch report meant that the first barrier had been passed, and that negotiations could proceed. They did—slowly, carefully and formally. Dozens of studio sites were proposed, but were unsuited to station requirements or in conflict with the long-range plan for expansion of Oak Ridge.

After many weeks, while Mr. Pengra successfully warded off a dozen onslaughts by an army of ulcers, a studio site was found in the Municipal Market building. However, the transmitter MUST be located in the studio and the only acceptable site for the tower was 1,100 feet distant.

That problem turned out to be a pushover. Lynne C. Smeby, engineering consultant, harking back to early radio days, proposed a bare copper wire lead from studio to a 150-foot tower. When Oak Ridge moves, it moves swiftly and mightily. Within hours a crew was cutting a wide swath right through a wooded area in the heart of the city, nipping off huge trees at the roots and tossing them aside.

Station Underway

Official routine, whose complexities Oak Ridge officials can easily justify, reared its head many times every day, but WATO was set up at last. A Raytheon transmitter was installed with Wincharger tower. The staff was "hired," United Press and Standard transcription contracts were signed, with Lorenzon & Thompson as representative.

Staff members include: Arthur Metzler, formerly of WOR New York and WROL Knoxville, program director; Harry Weaver, formerly WROL, sales manager; John Fleet, formerly WXGI Richmond, chief engineer; announcers Ted Lehman, David Jacobs, Th on Atkins, all of Oak Ridge; Th oma McCartney, traffic manager.

Oak Ridge is a young community—only about four years old—but it has settled down to somewhat normal civic life, though folks still don't go around talking about the latest styles in atoms. It is also with scientific and technical residents—22 of them have first class operator's tickets, and there are a lot of hams. Curiously, there have never been any restrictions on hams.

Town Statistics

The area consists of 59,000 acres overall, and is fenced in; all residents live within four miles of the WATO antenna; practically everybody works and the average income is about $3,600; conductivity is poor so outside radio reception is described by Mr. Pengra as inconsistent; every house has every modern improvement.

The 160 retail establishments did a 1946 business of around $20,000,000, which doesn't include government - performed services such as delivery of fuel, servicing of utilities and refuse collection. A period of permanent expansion is underway, according to the Atomic Energy Commission, with a new 500-family apartment in construction and 400 permanent brick houses. How far that expansion will go cannot be predicted, but officials hint that atomic energy may be used for everything from treatment of human ailments to powering of battleships.

The project is operating 24 hours a day, seven days a week, processing U-235 for atomic energy. The details are a bit hazy—in fact they aren't even nebulous to those who fill important roles in the process. But they're important, and the community is growing. The Atomic Energy Commission is considering long-term concession agreements for business enterprises. WATO, like everything else, is a concession. Living behind gates and lacking a daily paper, the people have been looking forward to their own radio station.

In a transcribed address at the

Miss V. Cory Hacock
Stanley G. Boynton Inc.
410 Fisher Bldg.
Detroit, Mich.

Dear Cory:

Ole Charleston West Virginie has been in the grips o' the cold jest as everbody eltz. But, despite the cold and the suffern, we still had our telephones, an natural gas an electrikity . . . So WCHS honored them public servants with a special program on 6:15 Wednesday night February 18. One man represented each service an received the plaudits of his admirin' public. Might say it wuz a hand from one public servant to another for WCHS has been known to turn a service now and then itself. Naturally we ain't boastin' what with 5000 watts at 580. Nuff people know hit as is . . . an jest stay tuned to 580 expectin' sech things . . . 580 is WCHS in Charleston.

yrs.
algy

WCHS
Charleston, W. Va.

WISCONSIN'S
newest and
MOST POWERFUL RADIO STATION

WKOW

AFFILIATED M. B. S.

10,000 Watts 1070 on your dial

MADISON 3, WISCONSIN
Represented by HEADLEY-REED COMPANY

inaugural ceremonies Feb. 1, AEC Chairman David E. Lilienthal announced that the atomic laboratory will be operated at Oak Ridge as a permanent national facility with a tremendous program of basic research.

The chairman said Oak Ridge National Laboratory, as it will be named, will place emphasis on industrial applications of atomic energy. He termed WATO an important part in the normal life of the Oak Ridge community and referred to the dedication of the station as a "significant event."

With Mr. Pengra slated to become a partner, the station ownership will become a three-way operation, each partner having a third. Application is to be filed with the FCC in the near future.

What headaches lie ahead for Mr. Pengra nobody can guess. But no matter how badly his cerebral cavity throbs, the agony will never equal that endured in his first encounters with atomic life.

RESUMPTION OF LEMKE BILL HEARING DELAYED

FCC's "congressional situation" remained static last week as the House Interstate & Foreign Commerce Committee, which had heard from Lemke Bill proponents Feb. 3-4 [BROADCASTING, Feb. 9], continued to spend full time on oil and gas shortage problems.

When the hearings are resumed FCC will lead the opposition to the bill, which calls for a return to FM of the 44-50 mc band. Comr. George Sterling, who sat as an observer throughout the proponents' testimony, will probably lead the presentation of the FCC case.

Meanwhile, Rep. Richard B. Wigglesworth (R-Mass.), chairman of the appropriations subcommittee which handled FCC's budget, indicated that he would not press his request for an investigation of FCC until the House Commerce Committee had opportunity to act.

BILL GOODWIN, comedian, has been set to feature in new CBS-built program based upon the "Alexander Botts" series.

CONFERENCES by the dozen with Oak Ridge officials were necessary to get the first radio station under way in the atomic energy center. Front row (l to r): WATO Manager Pengra and J. C. Franklin, manager, office of Oak Ridge operations. Standing, R. W. Cook, deputy manager of office; C. O. Robinson, chief, public information office; L. R. Macneal, project manager, Roane-Anderson Co.; L. Z. Dolan, Oak Ridge city manager. (See story page 82.)

ERMA PROETZ AWARD WILL BE MADE JUNE 1

THE FOURTH ANNUAL Erma Proetz Award, sponsored by the Women's Advertising Club of St. Louis, will be presented to the successful candidate June 1, according to Mrs. Robert A. Willier, of Robert A. Willier and Assoc., chairman.

Awards are given in recognition of the most outstanding creative advertising work in art, research, radio or other fields, produced by a woman from the period March 1, 1947 to April 1, 1948. Competition is open to any woman in the United States, Canada, Mexico or Cuba, who is engaged in advertising. She need not be a member of an advertising club.

Cash prizes of $200 and $100 will be presented winners, together with suitably-inscribed plaques, at a luncheon meeting held jointly with the Men's Advertising Club of St. Louis on June 1 in the Hotel Statler. Contest deadline is April 10. Inquiries may be addressed to Mrs. Willier at the club's headquarters, 706 Chestnut St., St. Louis 1, Mo.

WOW Will Teach Ad Personnel TV

Agency and Store Advertising Staffs Invited to School

DETERMINED to reap the fullest possible harvest from advertising budgets, WOW Omaha is cultivating video fields even before its TV affiliate commences operation by acquainting advertising personnel in the area with television through a special training school.

John J. Gillin Jr., president and general manager of WOW-TV, in letters to local advertising agency executives and top advertising personnel in the Omaha area, offered to "share our television knowledge" through an intensive training school for professional men and women.

WOW Inc., was recently granted a CP on Channel 6 and plans to be transmitting by the end of the year. The station staff has been studying television since the close of the war.

Sessions will be held for the staffs of local agencies and members of special retail store "television committees" on March 12, 19 and 26 at Creighton University auditorium. The first session is designed to bring those attending up to date on television activities and future plans of WOW-TV. Charts, movies and mimeographed study sheets will be provided by the station. The training school during the second and third session will deal with equipment, its uses and limitations and terminology. Projected plans call for individual instruction for representatives of leading retail outlets and agencies and development of a series of actual programs for clients on an experimental basis.

PUBLIC SERVICE Award has been presented to KMOX St. Louis by Greater St. Louis Salvation Army in appreciation of station's origination and sponsorship of "Tree of Lights" project for Salvation Army's Christmas campaign.

WOV SALE CONTRACTS SIGNED IN NEW YORK

SALE of WOV New York to Herman Bess, Richard E. O'Dea, and Harry S. Reichenstein [BROADCASTING, Feb. 9] was consummated last week, subject to FCC approval. Contracts were signed in the offices of Harold LaFount, in charge of Bulova radio interests.

The new transaction is understood to entail a cash consideration of $300,000 plus 10% interest of Mr. O'Dea in WNEW New York. Mr. O'Dea is believed to have relinquished his ownership of 20% of the Class B stock and 50% of the Class A stock he held in WOV, plus the 10% interest in WNEW for one-third of the common stock and all of the preferred stock in a new corporation controlling WOV to be known as General Broadcasting Co. He also would, under reported terms, be retained in an executive capacity for approximately $15,000 per year.

Mr. Bess, formerly sales director of WMCA New York, severed his connection with that station effective Feb. 15 to become president of WOV. Nathan Straus, WMCA president, said he accepted Mr. Bess' resignation "with real regret." The latter's successor as WMCA sales director has not yet been named.

CONSTRUCTION of new building for KROD El Paso's new 5,000 w transmitter is underway.

WCOA
PENSACOLA
NBC

Wattage now 5000. Day and Night!

Complete coverage in Northwest Florida!

ONLY NBC Station in Northwest Florida!

Audience, over 507,000 listeners!

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

Success Training for the Radio and Airline Industries

THE TELEVISION RACE IS ON!!!!

Television is going places, and Central Schools is going places with it! So, if you are in need of first phone men with advanced training in Television, write, wire, or call Ralph Hinkel, HA5852, Kansas City, Missouri. We should be pleased to send you an illustrated prospectus telling you about the training advantages our men have had.

CENTRAL RADIO and TELEVISION SCHOOLS, INC.
17th and Wyandotte Streets
Kansas City 8, Missouri

PROGRESS of radio courses and school broadcasting was discussed Feb. 3-4 at meeting of NAB Educational Standards Committee in Washington. Taking part were (l to r): Dr. Kenneth Bartlett, U. of Syracuse, Syracuse, N. Y.; R. Russell Porter, U. of Denver, Denver; Dr. Willis Dunbar, WKZO Kalamazoo, Mich.; Hazel Kenyon Markel, WTOP Washington; Ralph W. Hardy, KSL Salt Lake City, chairman; Armand Hunter, WFIL Philadelphia; Judith C. Waller, NBC Chicago; F. C. Sowell, WLAC Nashville; Thomas D. Rishworth, U. of Texas, Austin; C. E. Arney Jr., NAB. Plans for a training project will be submitted to the NAB board, meeting Feb. 24-26.

WBAL HEARING

Hearst to Testify in Writing

By LARRY CHRISTOPHER

WRITTEN INTERROGATORY deposition of William Randolph Hearst was ordered last Friday by FCC Comr. Rosel H. Hyde after hearing argument by counsel for Hearst's WBAL Baltimore and Drew Pearson and Robert S. Allen's Public Service Radio Corp. The latter sought to recess the Commission's hearing of the WBAL license renewal application and its own competitive request and reconvene in California about the first of March to examine Mr. Hearst.

KTUL

TULSA
John Esau
Vice President & General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Presiding Comr. Hyde indicated a fortnight ago he would consider either open or interrogatory deposition if Public Service insisted on Mr. Hearst's testimony [BROADCASTING, Feb. 9].

Comr. Hyde also ruled Friday that he would hear further proof by Public Service Radio in behalf of its new financial plan which he had ruled out earlier in the week. The additional evidence would be reviewed by the Commission as it considered the full record, the Commissioner indicated, but he still would not receive the plan except as an offer only.

Sought Reconsideration

The new qualification came as Public Service sought reconsideration of the ruling—which also had denied a suprise motion by WBAL to dismiss the Public Service application because of the new financing—or alternately to strike allegedly similar WBAL evidence. The further proof by Public Service will consist of re-examination of Messrs. Pearson and Allen as to their financial abilities to meet new, additional stock subscriptions. The date has not been set.

Rebuttal witnesses in behalf of WBAL are to be heard in Baltimore today (Feb. 16). Engineering testimony is to be taken in about a week.

Last week's earlier session, held Tuesday with Mr. Pearson on the witness stand, was highlighted by WBAL's motion to dismiss its competitor's application. WBAL claimed Public Service improperly sought to better its financial position with doubled stock subscriptions and a greater bank loan commitment.

Tuesday's session opened with production by WBAL of the full version of the Hearst organization voting trust agreement for inspection by Pearson-Allen counsel. The order for its production had been issued at the previous session upon insistence of Public Service.

Mr. Pearson, vice president, treasurer and 35½% owner of Public Service Radio, testified that "Radio on the average in the United States has been for profit and for entertainment, to the exclusion or perhaps neglect of education" and "moral uplift." He indicated his proposed station would reverse this situation.

Pearson's Experience

In his testimony concluding the direct presentation by Public Service, Mr. Pearson prefaced his interest in the potentials of radio by relating his early experience with the chautauquas or summer out-of-doors assemblies which had some entertainment but emphasized education and moral leadership.

Mr. Pearson stated he has wanted to get a small town station for years but that it was Col. Allen's desire rather to operate a big-town outlet and "do it in a big way." Mr. Pearson indicated he has thought that in a radio station "there might be a whale of an opportunity to see what you could do to a community, build it up, and help make up for the fact that the churches have slid backward, unfortunately, in recent years."

He continued: "The schools are having a hard time keeping up with the tremendous advance of technical and industrial life, and perhaps we can supply through radio what they have lacked to some extent in those other mediums of influence in American life."

The commentator-columnist testified that Baltimore was "gradually decided" as the place "to do the job." He said Washington was ruled out as not a typical American community whereas the people of Baltimore have roots there. Asked why Public Service had filed for WBAL's facilities, Mr. Pearson replied it had been decided to do the job right or not at all and that power was needed.

In his opinion WBAL was not doing the job, "so we were just audacious enough to think we could do a better job." He said about six to eight months intervened from the time of decision to time of filing for WBAL's assignment.

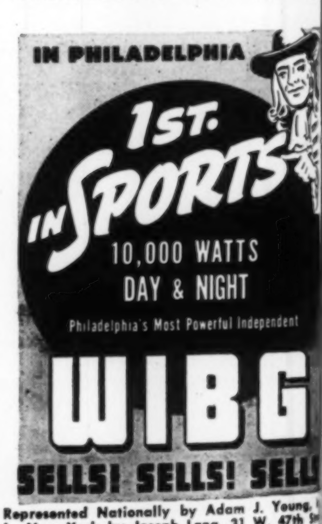
Mr. Pearson testified that in seeking Baltimoreans who would be willing to go in on the venture he found many who were, "to put it mildly, worried about the fact that they had to live with the *News-Post*," Hearst's Baltimore daily paper. Not able to enlist any active participants at that time, Mr. Pearson said he and Col. Allen decided to "break the ice" and file alone.

He continued that after filing it wasn't hard to get backers as "they knew somebody was going to have the guts to buck WBAL, and we didn't have any trouble after that."

Mr. Pearson's financial statement, introduced as an exhibit, showed that as of Nov. 1, 1947, he claimed a net worth of $214,292.50.

Program Plans

The witness outlined in detail his proposed *University of the Air* program series, a venture in adult education which would feature lectures by outstanding educators and be heard week nights during a prime period. Part of the period would be lecture with remainder audience participation. Mr. Pearson stated he hoped college or high school credits could be obtained for persons regularly present in the studio audience or listening. Sup-



Represented Nationally by Adam J. Young,
In New York by Joseph Lang, 31 W. 47th St.

lemental textbooks are proposed.

In the participation portion of his program, Mr. Pearson stated, he professor would quiz the class nd the program might have prizes. "But that might cheapen it a ittle," he added.

The new financial exhibits for Public Service Radio, which rought motion for dismissal of the Pearson-Allen application by William J. Dempsey, WBAL counsel, constituted a pro-forma balance sheet for the firm as of Feb. 2, 1948, and an exchange of letters concerning commitment of a loan by the Maryland Trust Co. of Baltimore. The pro-forma balance showed $49,400 in capital stock issued and subscriptions for an additional $200,600. Two notations at the bottom acknowledged that arrangements for a loan had been made and that additional stock subscriptions of $250,000 existed. The letter exchange showed the Maryland Trust Co. would loan $400,000 instead of the $250,000 originally committed.

Mr. Pearson said that additional subscriptions had been proposed at the stockholders' meeting held last November or December in view of possible price increases.

Financial Issues

WBAL in moving for dismissal of its competitor's application held that financial qualifications were a hearing issue, that the new exhibits were at variance with the original application and exhibits introduced by Public Service on Jan. 26, that the changes were substantial and had been known for some time and that no attempt had been made to advise the FCC of the change. The Hearst station maintained that the issues may not be modified after a hearing starts and that it was prepared on the basis of present evidence to show that Public Service was not financially qualified to operate the proposed station.

Public Service, by counsel, Marcus Cohn, argued that it was being truthful, that the change was the usual thing to do, that the new subscriptions and loan were a plan which "may or may not have to be used" and that WBAL has indulged in the same practice.

John E. McCoy, FCC counsel, commented that he believed such exhibits could be allowed in a hearing and that he recalled many such cases.

Comr. Hyde said that to approve the motion to dismiss the Pearson-Allen request he would have to find the applicant financially not qualified, which he could not do. He said that in line with similar previous determinations in the proceeding he would have to exclude the new financing plan. He received exhibit portions referring to the new plan insofar as they showed such change only was offered.

When asked again by Mr. Dempsey why Public Service had filed for the WBAL channel, Mr. Pearson stated he could only add that from listening to the station he believed it was not doing the job it should. He added that his opinion was formed more by that of people to whom he had talked and that he preferred to take their word on the matter. He could not cite specific programs.

CHNS

HALIFAX NOVA SCOTIA

The Maritimes Best
Program Facilities
+ 5000 Watt Transmitter
— RESULTS!

Jos. Weed & Co.
Can Answer Your Queries.
Just Address Them to:
350 Madison Ave., New York

BOND DRIVE

Anti-Inflation Fight Enlists Radio Aid

RADIO STATIONS will be asked to participate in a peacetime Treasury Dept. "fight inflation" Security Loan Drive—comparable in scope to the war loan campaigns—it was indicated last week as President Truman and Secretary of the Treasurer Snyder solicited national support of the April 15 through June 30 effort.

That radio would shoulder a substantial share of the promotional load is seen in a report given Secretary Snyder on Tuesday that 2,017 stations are now ordering and supposedly using the weekly quarter-hour Treasury disc, *Guest Star Parade*, modern version of the original *Treasury Star Parade* series. A Treasury spokesman indicated this represents 96-97% station saturation, highest attained at any time. The discs are sustaining.

Treasury stated that the drive will emphasize sales of Series E savings bonds, "the people's bond," which will be termed "Security Bonds" during the drive. No quota has been set to date. Secretary Snyder stated the purpose of the drive is to "encourage Americans to build greater security for themselves through greater savings" and to "relieve inflationary pressures."

The President at his Thursday news conference spoke considerably on the subject, holding that despite current commodity market drops inflation is still our No. 1 problem. He urged that the drive would stress and bring about family participation.

Nathan P. Colwell, radio chief of the Treasury's Savings Bond Division, left for Hollywood Thursday to line up top flight radio talent for participation in the campaign.

A three-day conference March 18-20 at the Hotel Statler in Washington of radio, press, industry, labor, business, retail and banking representatives is set to decide sales goals and work out other final problems for the campaign. The first day's session, to be attended by about 600 invited cross-section representatives, is expected to be addressed by the President and a number of high ranking "news" figures. Radio-press coverage of this event is under consideration.

The other days of the March session would be business meetings of state and regional workers. Four regional meetings of Treasury workers is slated late this month to prepare for the March session.

Jacob Mogelever, Savings Bond Division press chief, told BROADCASTING last week that the Security Loan Drive would be generally approached on the local level through committees at this strata and that broadcast promotion would center on local station activities. A radio announcement and information kit is in preparation and it is expected that allocations under The Advertising Council will stress the drive. He stated certain networks and stations presently are devoting programs to savings bond promotion.

A kickoff broadcast is planned as in past drives and it is probable that the President will speak and four-network facilities will be requested for the event as in the past.

The Savings Bond Division is directed by Vernon L. Clark with Louis Carow, director of press, radio and advertising.

KENYON & ECKHARDT ADDING SIX TO STAFF

THREE COPYWRITERS, two sales promotion men and an account manager have joined Kenyon & Eckhardt, Inc. Personnel additions are all part of the agency's expansion due to the acquisition of the Lincoln - Mercury account [BROADCASTING, Feb. 2].

Fred Schrimsher, former assistant promotion manager of *The Indianapolis Star*, Allen S. Tolchard, formerly in the BBDO Buffalo and Cleveland offices and T. F. MacManus formerly with MacManus, John & Adams are the new copywriters. Mr. MacManus will be located in the agency's Detroit office; the others in New York.

Paul Baur, formerly with General Electric and J. Walter Thompson, and Douglas Keys, formerly with Sperry Gyroscope Co., have joined K&E as members of the sales promotion department in New York.

Frederick J. Roth who was account manager with McCann-Erickson, New York, joins K&E in a similar capacity.

Upcoming

Feb. 23-24: Western stations Trans-Canada and Dominion networks meet with CBC, Hotel Palliser, Calgary, Alta.

Feb. 24-26: NAB Board of Directors, The Homestead, Hot Springs, Va.

Feb. 26-March 2: Annual Radio Conference, U. of Oklahoma, Norman and Oklahoma City.

Feb. 27-28: AWB 12th District meeting, Biltmore Hotel, Oklahoma City.

March 8-11: Canadian Assn. of Broadcasters annual meeting, Chateau Frontenac, Quebec.

March 16-18: CBC Board of Governors 58th meeting at Ottawa.

March 22-23: NAB 14th District meeting, Brown-Palace Hotel, Denver.

March 22-24: Chicago Technical Conference and Production Show, Stevens Hotel, Chicago.

March 22-25: Radio Engineering Show, Grand Central Palace, New York.

Four Stations Order RCA Television Transmitters

SALE of 5-kw television transmitters and associated equipment to WMC Memphis, WCON Atlanta, WAVE Louisville and WJAR Providence was announced last week by the RCA Engineering Products Dept.

Besides the video equipment, WAVE ordered a 10-kw FM transmitter while WMC will get a 50-kw FM unit and a triplexer which will permit the station to use its superturnstile antenna to transmit television while at the same time transmitting a separate FM program. WAVE will use a two-section pylon antenna for FM transmission, mounting its superturnstile on top of the pylon for additional height.

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15-KC FM 'NET

Continental Test Starts Feb. 19

TRANSMISSION of network programs on a high-fidelity 15,000-cycle AT&T line will be tested for a 30-day period by Continental Network (FM), according to Everett L. Dillard, president. Tests will mark the first commercial use of such a leased line, he said.

The service will start Feb. 19 over a high-fidelity line from WASH Washington to W2XMN and W2XEA Alpine, N. J., pioneer FM stations operated by Prof. Edwin H. Armstrong. Twenty of the 27 Continental stations taking the network's service by pickup of the Alpine broadcasts will carry the high-fidelity signals, according to Mr. Dillard.

Prof. Armstrong is paying for cost of leasing the experimental circuit, which will be operated 16 hours a day during the test period. The line will be checked for stability, noise, distortion, crosstalk and program fidelity.

First program to be networked over the high-fidelity line will be a special concert by the U. S. Air Forces Concert Orchestra. Program will be carried to the WASH studios and then to Chesapeake & Potomac Telephone Co. for transmission over AT&T lines.

Test of the circuit will mark the first time Continental has been able to network its service with more than 8000-cycle fidelity.

Mr. Dillard said that stations along the AT&T Washington-Alpine line would be able to pick up 15,000-cycle service, as well as those taking it direct from the Alpine FM broadcasts. Continental serves 12 Dixie Network stations in the Carolinas in addition to its 27 affiliates. Nearly 200 other FM stations are understood to desire affiliation with Continental.

WLAD and WCFC Join

Two new FM stations joined Continental last week — WLAD Danbury, Conn., and WCFC Beckley, W. Va. Lifting of the AFM ban on FM duplication Feb. 1 removed seven stations from Continental but five new ones have joined. The other three are WMCP Baltimore, WFMR New Bedford, Mass., and WKNB (FM) New Britain, Conn. [BROADCASTING, Feb. 9].

AT&T some years ago operated experimental 15,000-cycle transmissions between New York and Raleigh, N. C., to observe effects of wind-band telephonic service, according to Mr. Dillard.

MULTIVISION VIEWER

New Large-Screen Device Made by ITI May Be Used In Connection With Standard TV Set

INDUSTRIAL TELEVISION Inc., which has produced mainly large-screen direct-view video sets for barroom use, last week demonstrated a new device, the multivision viewer, a large-screen unit which may be operated in connection with a standard video set. The multivision viewer has the same cabinet and the same 15-inch tube as the ITI Essex receiver, but is priced at $645 as compared with $1,145 for the Essex.

Horace Atwood Jr., ITI president, said that the multivision viewer was created especially for the tavern owner who wanted television, bought a home-type receiver and then found it too small for his needs. By putting this set behind the bar and installing the multivision viewer at another strategic location, he can accommodate all his customers.

As many as three multivision viewers may be attached to the receiving set by the ITI adapter connections, Mr. Atwood said. All tuning and focusing is done at the original receiver, he added, giving the proprietor or employe control of all viewing screens with no worries about customer interference.

ITI also announced that installations of "guest television" sets for use in hotels, hospitals and other institutions would commence shortly in the New York area. In this system, all tuning is done in a central room, the guest getting his program selection by pushing a button which plugs his set into the correct channel.

The company, organized last year, has sold about 500 15-inch and 20-inch direct-viewing receivers to date, largely in northern New Jersey, according to Edward Hinck, sales manager. ITI is producing about 150 15-inch sets a month, he said, will add 20-inch units as soon as tubes of that size are again available.

Philly Investment House Sponsoring TV Program

REYNOLDS & CO., Philadelphia investment house, has taken to television and is sponsoring *Leaders of Industry* on WPTZ Philadelphia Tuesdays, 8-8:15 p.m. Series was placed through Philip Klein, Philadelphia.

Clarence Tolan Jr., president of the Philadelphia Chamber of Commerce, led off last week; Walter D. Fuller, Curtis Publishing Co., president, will appear tomorrow (Feb. 17); John Stevenson, head of Penn Mutual Life Insurance Co., is next week's interviewee. John A. Murphy, partner in Reynolds & Co., participates in each telecast.

Program is believed to be the only video show currently on the air sponsored by a member of the New York Stock Exchange, although Merrill Lynch, Pierce, Fenner & Beane, New York firm, last year sponsored a tickertape news series on WABD New York, as well as a telecast of a film depicting Stock Exchange operations.

VIDEO FILM

Group to Study Aspects Of Film Use

TELEVISION Film Coordinating Committee, at its first meeting Feb. 10, discussed proposals for (1) obtaining and coordinating all available information on film rental practices, distribution methods, clearance procedures, technical standards, film needs, etc., and (2) studying ways to keep film production costs in line with television's present limited budgets.

Chester Kulesza of BBDO was named chairman of the committee at large; Melvin L. Gold, National Screen Service, will head the film companies' sub-committee; Robert Paskow, WATV Newark, will be chairman of the station group. Subcommittees are to meet by Feb. 24 and to report back to the general committee on March 2. Subcommittee findings will be correlated by Thomas A. Wright, BBDO.

The following topics were referred to the film panel of the Third Television Institute to be held April 19 at the Hotel Commodore, New York.

- To poll the country's video stations and film companies as to the desirability of a code to govern film rental policies.
- To study ways and means of "unfreezing" millions of feet of film, now kept out of television channels.
- To consider desirability of creating a permanent organization representing the three great tele-cine interests . . . film companies, television stations and advertising agencies.
- To consider creation of a subcommittee to hear the complaints of TV stations and film companies, with a view to improving relations between them when necessary.
- To consider ways and means of improving video films and to recommend types of films most urgently desired by television stations.

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Representative or write
STATION KIOA
John Boler, President
DES MOINES 9, IOWA

FMA REGION 3

Meeting Wednesday in Chicago

By JOHN OSBON

PROGRAMMING FM stations from a community viewpoint will be discussed Wednesday at the first meeting of Region 3, FM Assn., at the Sheraton Hotel, Chicago.

Since network musical programs became available to FM affiliates Feb. 1, the FM Assn. has received several complaints from member stations that if they follow the mandates of the major networks, they will be deprived of the privilege of programming FM stations from a local angle, according to Bill Bailey, FMA executive director.

"Whether the FMA will take any steps depends upon the wishes of the membership," said Mr. Bailey. "So far we have adopted a policy of waiting to see how the duplication of network programs works out."

Mr. Bailey said several FMA members have complained that their respective networks permit the broadcast of network programs on FM stations only if the FM outlet carries the same schedule as the AM affiliate.

Programming Problem

"In several instances FM broadcasters have built local-interest programs and in many cases have sold them," the FMA executive director said. "If they were to carry the full network schedules it would mean throwing out such community-interest programs as high school basketball games, forums and local choirs and glee clubs. On the other hand the FM broadcasters who are attempting to build good local-interest programs say they cannot do it if they are required to take all of the network schedule or nothing.

"One broadcaster told us it is a case of giving his listeners either all network programs or all local programs. He said he felt balanced programming could best be accomplished only if licensees are permitted to balance network programs with local-interest productions."

Several FM broadcasters from Iowa, Illinois, Wisconsin, Michigan, and Northern Indiana, comprising FMA Region 3, plan to air their views on duplication at the meeting Wednesday, Mr. Bailey stated.

"The FM Assn. took an active lead in obtaining network musical programs for FM stations and we are inclined to see how the duplication as offered by the networks develops before we make any comments officially," said Mr. Bailey.

Proposed dealer promotion meeting, which was to have been cosponsored by set manufacturers and the FMA at Medinah Temple, Chicago, Wednesday night, was cancelled, Mr. Bailey said.

With an advance registration of 110—the largest advance reported for any FMA regional meeting—Marion Claire, director of WGNB Chicago and temporary chairman of Region 3, predicted an attendance of 300 or more at Wednesday's meeting.

"I believe that 1948 will see radio's greatest expansion in a single year," Miss Claire said, "and it will be due almost entirely to FM. Now that network musical programs may be broadcast by FM stations, interest in FM is increasing. Since we started carrying the *Chicago Theatre of the Air* and the Chicago Philharmonic orchestra on WGNB, we have received more than 1,500 additional requests for program schedules."

Permanent officers for Region 3 will be elected at the Wednesday meeting.

Advance registration included:

A to J

Albertson, Roy L., WBNY Buffalo; Arnold, George Jr., WTAD-FM Quincy, Ill.

Ballou, David S., FM Reps Inc., New York; Bailey, J. N. (Bill), FMA; Barnes, Estelle, WGNB Chicago; Bartlett, F. E., KSO-FM Des Moines; Baughn, Edward F., WPAG-FM Ann Arbor, Mich.; Benton, H. Z., WILA Woodstock, Ill.; Berg, Arthur, WGNB Chicago; Biggar, George C., KCRK Cedar Rapids, Iowa; Boice, Hugh K., Jr., WEMP Milwaukee; Boler, John W., KIOA Des Moines; Bonebrake, M. H., KOCY-FM Oklahoma City; Boyd, Hugh N., WHNM New Brunswick, N. J.; Brandt, Robert, WLEY Elmwood Park, Ill.; Brotherston, Harold, Hillsdale Broadcasting Co. Inc., Hillsdale, Mich.; Bryan, Bill, KMUS-FM Muskogee, Okla.

Claire, Marion, WGNB Chicago; Cochrane, Girdwood, WGAZ Charleston, W. Va.; Condon, William B., Wade Advertising Agency, Chicago; Cooke, Forrest, WHBF-FM Rock Island, Ill.; Corken, Maurice, WHBF-FM Rock Island.

David, W. R., General Electric Co., Syracuse, N. Y.; Davidson, Joseph L., Hillsdale Broadcasting Co. Inc., Hillsdale, Mich.; Davis, Warren G., WSUA Bloomington, Ind.; Dillard, Everett L., FMA and WASH Washington, D. C.; Dixon, John J., WROK, Rockford, Ill.; Dobson, Donald L., WBNB Beloit, Wis.

Ekstrum, Robert N., WTCN-FM Minneapolis; Estelle, John, Andrew Corp., Chicago.

Farnsworth, Guy B., WSRK Shelbyville, Ind.; Faught, Millard C., Young & Faught, New York; Fitzgibbons, L. O., WOC Davenport, Iowa.

Gantz, Strauss, WJJW Wyandotte, Mich.; Gervan, R. B., Rural Radio Network Inc., Ithaca, N. J.; Godfrey, Robert E., WMLN Mount Clemens, Mich.; Gordon, K. S., KDTH-FM Dubuque, Iowa; Gunther, Frank A., Radio Engineering Labs., Long Island City, N. Y.

Herzog, L. W., WTMJ-FM Milwaukee; Higgins, Joseph M., WTHI Terre Haute, Ind.; Hodel, E. J., WCFC Beckley, W. Va.; Holmes, John D., WFJS Freeport, Ill.; Holmes, Herbert A., Noblitt-Sparks Industries, Inc., Columbus, Ind.; Horner, Joseph, Jr., WJPG-FM Green Bay, Wis.; Hook, H. B., WGLO-FM Mason City, Iowa.

Insull, Samuel, Jr., Stewart Warner Corp., Chicago.

Jayne, D. E., WELL-FM Battle Creek, Mich.; Joslyn, David R., WILA Woodstock, Ill.; Jurin, Sydney, Pilot Radio Corp., Long Island City, N. Y.

K to Z

Karet, Robert, Pilot Radio Corp.; Keller, Oliver J., Jr., WTAX-FM Springfield, Ill.; Kirby, Joseph B., WKRS Waukegan, Ill.; Knight, Frank A., WGAZ Charleston, W. Va.; Koessler, Walter M., WROK Rockford, Ill.

Lane, Howard, WFMF Chicago; Leary, E. A., Roche, Williams & Cleary Inc., Chicago; Leitzell, Ted, WEFM Chicago; Lorenz, Sherwood, WOSH-FM Oshkosh, Wis.; Lottridge, Buryl, WOC Davenport, Iowa; Lown, Bert, Associated Program Service, New York; Ludy, Ben, WIBW-FM, Topeka, Kan.; Lutz, Charles D., KYFM San Antonio.

Margolin, John, Pilot Radio Corp.; McClintock, Dr., Rural Radio Network; McNulty, Thomas F., WMCP Baltimore; Meeker, E. W., Chicago Car Advertising Co., Chicago; Mensing, Paul, WGNB Chicago; Meyer, George F., WDLB-FM Marshfield, Wis.; Miller, Robert O., WSBC Chicago; Milligan, Merritt, WTAD-FM Quincy, Ill.; Moers, Thomas C., WFJS Freeport, Ill.; Mountcastle, R. M., KMUS Muskogee, Okla.

Newcomb, Harold J., WRJN Racine, Wis.; Novik, M. S., Unity Broadcasting Corp., New York; Nystul, John, KVN, Fargo, N. D.

O'Brien, Robert H., KFMX Council Bluffs, Iowa; Ohrt, Herbert R., KGLO-FM Mason City, Iowa.

Paul, Howard M., W. D. Lyon Advertising Agency, Cedar Rapids, Iowa.

Runyon, C. R., III, Radio Engineering Labs.

Sherwin, Doug, KGLO-FM Mason City; Shoemaker, Don V., KSO-FM Des Moines; Smith, Robert L., WGAZ Charleston, W. Va.; Spellman, Raymond P., Noblitt-Sparks Industries Inc., Columbus, Ind.; Sudbury, Harold, KLCN-FM Blytheville, Ark.; Sudbury, J. T., KLCN Blytheville, Ark.

Tanner, Harold I., WLDM Detroit; Thompson, Ellis C., WLDM Detroit; Tinker, Robert E., WCTF Chicago; Toothill, John A., Burn-Smith Co., Chicago.

Versluis, Leonard A., WLAV-FM Grand Rapids, Mich.; Volger, George J., KWPC Muscatine, Iowa.

Wardell, Raymond, WJJW Wyandotte, Mich.; Ware, William E., KFMX Council Bluffs, Iowa; Weber, Fred, WDSU-FM New Orleans; Wheeler, Ed A., WEAW Evanston, Ill.; Wheeler, Edwin K., WWJ-FM Detroit; Wirth, Don C., WNAM Neenah, Wis.; White, M. H., KWNO Winona, Minn.; Wolfe, Robert F., WFRO-FM Freemont, Ohio; Wood, Ralph J., Jr., WBAR Chicago.

PACIFIC THEATRE TV CODE TO BE EVOLVED

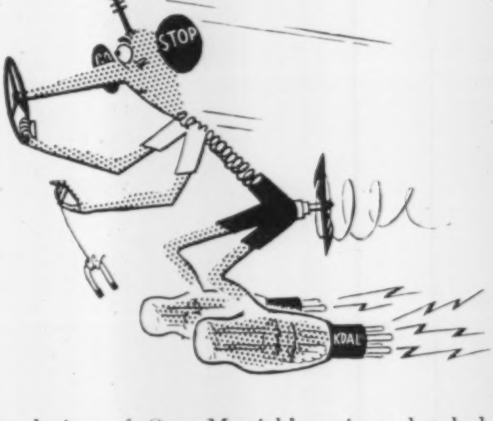
LOS ANGELES Area theatre operators are meeting Feb. 17 to evolve a code of practices concerning the filming of video presentations for later presentation at their theatres, according to J .H. Nicholson, television committee chairman of the Southern California Theatre Owners Assn.

At that meeting, it is also planned to set a date for a meeting with station and advertiser-agency representatives. Such a later meeting would be concerned with discussion of a code and a demonstration of the latest results obtained in filming video fare directly from a television tube.

Mr. Nicholson, who has led the experimentation in this direction, advised BROADCASTING that the obtainable quality has resulted in formation of a company to be known as Television Relay Co. It will sell the film to Los Angeles theatres, selected, according to Mr. Nicholson, in line with the uniform code to be adopted.

PEEKING!

DULUTH, MINN.—If this man shows up in your office some morning, don't give him the quick brush, take a peek at what he has.



It isn't the design of Otto Mattick's twin-erol tubulator, it's a picture of the blanket with which KDAL's new 5000 watts, and sweet and low 610 frequency covers the north country market. (Quite a blanket!)

Otto's tubulator is very fragile and he may land in dry dock not your office; so contact Avery-Knodel Inc. and let them give you the facts on KDAL's selling power.

13 ASK FOR TV

Total Cost Near 3 Million

INITIAL construction and installation costs exceeding $2,900,000 were represented in 13 new television station applications reported by FCC last week.

The total would be pushed past the $3,100,000 mark with FCC approval of the petition filed meanwhile by WISH Indianapolis for reinstatement of the application it filed in 1944 and subsequently withdrew.

Nine of the 13 new applicants are AM operators and six of the applications, aside from WISH's, are for cities in which there are more applications than available channels (see story page 15).

Boston Competition

Hottest fight is shaping up for Boston, where 20th Century-Fox New England Inc., wholly owned subsidiary of 20th Century-Fox Film Corp., became the 11th applicant for one of the two channels still open there.

The number of Boston applicants will be cut to 10 with approval of a pending petition of Empire Coil Co. for withdrawal of its applications there and in Waterbury, Buffalo, and Pittsburgh. Empire Coil said its withdrawal was motivated by a desire to concentrate on construction of its newly authorized station at Cleveland.

AM stations for which television affiliates were sought in last week's applications were KFSD San Diego, KCKN Kansas City, Kans.; KATL and KTRH Houston; WAPI Birmingham, WBGE Atlanta, WSOC Charlotte, WMIN St. Paul, and WSBA York, Pa. Others filing were 20th Century-Fox, Boston; Television Broadcasting Co., San Diego; Maumee Valley Broadcasting Co., Toledo, and Mississippi Valley Broadcasting Co., New Orleans.

Installation estimates ranged from $53,308 for Television Broadcasting at San Diego to $492,308 for 20th Century at Boston.

WISH's application, which it asked to be reinstated, was for Channel 3 (66-72 mc) and would be the third where two channels are available. Construction costs were expected to approximate $200,000.

Facilities requested, estimated costs and revenues, and channel availabilities are as follows:

Airfan Radio Corp. (KFSD), San Diego—Seeking Channel 10 (192-198 mc) with 19.8 kw visual and 10.4 kw aural powers. Estimates: Installation $209,880; operation first year, $60,000. No revenue estimate. There are three channels available, four applications pending.

Television Broadcasting Co., San Diego—Leon Papernow, engineer with Navy Electronics Laboratories at San Diego, to have 16½% interest for equipment and services, with option to increase holdings to 31%; William F. Eddy, of Consolidated Vultee Aircraft Co.'s sales and flight department, 25%; Russell R. Rogers, director of flight and flight research for Vultee, 25%; Charles A. Muehling, owner of children's apparel and gift shop, 25%; Richard T. Clarke account executive of Price Co., San Diego agency, 8½%. Applying for Channel 10 (192-198 mc). Estimates: $53,308 for construction; first year's operations to equal or exceed initial costs; monthly operating costs $1,000 over revenues. Three channels open; four applications pending.

WMIN Broadcasting Co., (WMIN, WMIN-FM), St. Paul—Seeking Channel 2 (54-60 mc) with 13.7 kw visual and 6.85 kw aural powers. Estimates: Total cost $165,000; first year's expenses $104,000; revenue $52,000. Three channels open; two applications pending.

Susquehanna Broadcasting Co. (WSBA, WSBA-FM), York, Pa.—Applying for Channel 8 (180-186 mc) with 775 w visual and 388 w aural powers. Initial cost estimated at $165,230; monthly operating cost $9,500; monthly revenue $5,000 at first. One channel open; two applications.

KCKN Estimates

KCKN Broadcasting Co. (KCKN, KCKN-FM), Kansas City, Kans.—Application is for Channel 2 (54-60 mc) with 15.4 kw visual power (aural power not specified). Company anticipates initial outlay of $186,360, with first year's operating expenses approximating $60,000. No revenue estimate. There are now three applications for three channels available in Kansas City.

Voice of Alabama (WAPI, WAPI-FM), Birmingham—Applying for Channel 13 (210-216 mc) with 26 kw visual power (aural power not given). Installation costs estimated at $138,500. First year's operation expected to cost $100,000. No revenue estimate. WAPI's is the only pending application for Birmingham; two channels available there.

Mississippi Valley Broadcasting Co., New Orleans—Owned by Edgar B. Stern, who is associated with a number of business interests including Sears-Roebuck (director, 0.07% stock interests), and his two sons, Edgar B. Stern Jr. and Philip M. Stern. They're also applying for AM in New Orleans (1060 kc with 10 kw day and 5 kw night, which conflicts with pending but already heard applications of WNOE New Orleans and Deep South Broadcasting Corp.). Video application is for Channel 10 (192-198 mc) with 31.7 kw visual and 16 kw aural powers. Initial cost of television station estimated at $352,400; first year's operation expected to cost $201,000 as against $67,200 anticipated revenues. Theirs is the only pending application; two channels are available.

Mike Benton doing business as General Broadcasting Co. (WBGE, WBGE-FM), Atlanta—Seeking Channel 13 (210-216 mc) with visual power of 36.8 kw (aural power not specified). Estimates: $141,345 for construction, $4,200 monthly operating costs, $4.500 average monthly revenues during first year. There are now three applications for one remaining channel.

Texas Applicants

KTRH Broadcasting Co. (KTRH, KTRH-FM) Houston — Applying for Channel 5 (76-82 mc) with 17.9 kw visual and 8.95 kw aural power. Construction costs estimated at $263,000; first year's operating expenses, $150,000; first year's revenue, $50,000. There are four applications, three channels available in Houston.

Texas Broadcasters (KATL) Houston —Seeking Channel 5 (76-82 mc) with 17.4 kw visual and 8.72 kw aural power. Estimates: $207,290 for construction; $12,000 monthly operating expenses; $15,000 monthly revenues. Four applications for Houston pending; three channels open.

20th Century-Fox New England Inc. —Subsidiary of 20th Century-Fox Film Corp., former applicant for experimental television in Boston and commercial video in New York and Los Angeles. Seeking Channel 13 (210-216 mc) with 32.6 kw visual and 16.288 kw aural powers. Estimates: $492,308 for construction; $35,000 monthly operating costs; $20,000 monthly revenues. Two channels available; 11 applications pending (10, upon formal approval of Empire Coil Co.'s petition to withdraw).

Radio Station WSOC (WSOC, WSOC-FM), Charlotte, N. C.—Applying for Channel 9 (186-192 mc) with 25.5 kw visual and 12.8 kw aural powers. Estimates: $249,210 construction costs; $12,000 monthly operating expenses, $5,000 monthly revenues during first year. Only application pending; two channels available.

Maumee Valley Broadcasting Co., Toledo—Company, described as "a community project," is owned by 26 business and professional people. Bernard R. Baker is president and owns 8.6%; George P. Crosby and Hal H. Thurber, vice presidents, have 8.27% and 3.31% respectively; R. N. Torbet, secretary, and Wendell V. Gorton, assistant secretary and assistant treasurer, own 3.31% each; Robert F. Kahle, treasurer, has 4.96%. No channels remain for Toledo under present allocation plan, but firm asks that No. 11 (198-204 mc) be moved from Flint to Toledo, with No. 12 (204-210 mc) substituted at Flint. Estimates: $300,885 for construction; $15,000 monthly for operation. No revenue estimate. There are four applications pending for Toledo.

BAHA'I

The Coming of World Religion

10.

REVEALED RELIGION has preceded, prepared for and guided every great social advance in the history of mankind.

This is why we find what appear to be differences and disparities in the Sacred Scriptures which record the successive revelations by which men have been inspired.

At one time religion has been concerned with race, at another time with the individual, and in still another age with the formation of nations.

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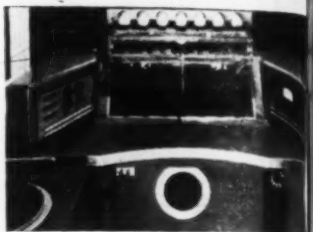
Faith in the past has been a preparation for the new World Era in which we live. Baha'u'llah is its Prophet. His message transforms religion into the spiritual and social terms of a united world. There is no other foundation on which to build.

Literature free on request.

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

DONATIONS for the Heart Fund, as result of "The Walking Man" contest on "Truth or Consequences" program, Sat. on NBC, which have been received from entrants along with their reasons for supporting the American Heart Assn. total $244,986 according to most recent official count.



NEW CONTROL console of KXYZ Houston incorporates usual features of master console and also provides adequate facilities under control of one operator for dispatching and monitoring three different program services in addition to a complete studio program, according to the station. Right wing also includes highly flexible cordless telephone switching, which permits both central battery and dry loop operation plus dialing on the same instrument. Console was designed by KXYZ engineering department and custom built.

WSPD-TV Toledo Plans To Be on Air by May '48

PLANS are being completed for WSPD-TV Toledo to go on the air in May, according to E. Y. Flanigan, vice president in charge of Toledo operations for the Fort Industry Co. The station is augmenting its present staff with specialists in various television departments.

Latest addition to the staff is Steve Marvin, television studio production director. He was formerly producer-director of WWJ-TV Detroit. Prior to that time he had been producer-director with CBS TV New York.

Awards Given KFI

TWO 1947 radio awards were presented to KFI Los Angeles for outstanding public service by Los Angeles Tenth District of California Congress of Parents and Teachers. One award was for inaugurating a policy whereby KFI crime programs are broadcast after children's listening hours; the other was for broadcasting the greatest number of programs approved for family listening by the Congress.

WE OFFER YOU A FUTURE!

A great challenge and an unusual opportunity exists for two livewire salesmen to earn incomes up to the five-figure bracket through aggressive conscientious effort. Applicants must have basic radio know-how and the ability to work hard with the station staff as part of a well-coordinated team dedicated to the best in radio broadcasting.

Read our advertisement on page 39 of the January 26 issue of BROADCASTING. If you earnestly desire to affiliate yourself with this kind of organization and if you reside in the Northeast section of the U. S., write Jack House, Station WVET, 204 Granite Bldg., Rochester 4, New York—and tell him why you want to join our team. Give him your background and experience and enclose your photograph. This is your opportunity!

NAB to Study How Much Retailers Spend

BUDGET figures which for the first time will tell the story of how much money large retail stores spend on radio and newspaper advertising will be compiled by the NAB Dept. of Broadcast Advertising, working in cooperation with National Retail Dry Goods Assn.

Present "national average" figures compiled by NAB show small percentages for radio because they are computed from data covering both radio and non-radio using stores, according to NAB. In collecting figures, NAB and NRDGA will send questionnaires to more than a hundred stores entered in the 1947 NRDGA Radio Program Contest for retailers.

Case histories telling how retail stores budget their advertising dollars also are being assembled by NAB. These case histories will show information on type of store; approximate dollar volume classification; approximate percentage of newspaper-radio budget being spent in radio; name and title of store person supplying budget information.

Encourage Planning

When the survey is complete NAB expects to have data which will encourage more retailers to plan their radio advertising on the basis of a job to be done for a given store. Supporting this technique is Walt Dennis, radio and television director, Allied Stores Corp. Mr. Dennis contends Allied planning is based on a determination of what radio can do for a particular store, and then to lay out a definite plan.

Lee Hart, NAB retail coordinator, will give a series of talks on radio retailing in New England cities. Miss Hart will address the Advertising Club of Worcester, Mass., Feb. 18. The next day she will speak at a retail luncheon in Keene, N. H., arranged by WKNE, that city. In addition she has scheduled a Feb. 17 talk to advertising students at Babson Park. Participating in the Keene and Babson Park sessions will be Harold E. Fellows, WEEI Boston, NAB District 1 director. They will conduct informal discussions on radio advertising.

In discussing Allied Stores' radio budget policies, Mr. Dennis said:

"There are two concepts of budgeting to do a job. One is to plan the job to be done in the best possible manner and then appropriate what it takes to do it.

STORE RADIO

"The other concept is to plan the job and then to apply what money there is available to do the whole job. That's fine, but if not, then we must do as much of the job as we can.

Determines Effectiveness

"In applying radio advertising planning to Allied Stores, our thinking has been to determine what radio can do most effectively and to lay out a plan.

"It has been a general rule that all factors fall pretty well into line and we have been able to obtain the appropriations necessary to cover the various radio plans in the several stores in full.

"And it is plain, of course, that we draw our radio plans fairly close to what we know we can afford. In those few instances where a plan has been established which cannot be covered by the money then available, we achieve the most important segments of that plan first. As the pudding is proved, we take more of it.

"We have paid no attention whatsoever to so-called 'national averages' of expense of radio to newspapers or to overall, etc. In some stores our radio budget is nearly half the entire direct advertising budget. In other stores we use no radio at all. Markets, buying habits, store character, media facilities and quality are the principal factors we use in radio advertising planning."

Abelson's Spots

ABELSON'S INC., New Jersey (chain of jewelers and opticians), has appointed the Sawdon Adv. Co., New York, to handle all its radio advertising. Plans call for increased advertising on New York and New Jersey stations. Spot announcements will start March 1 for 52 week campaign on three or four independent stations in each area.

FCC ASKED TO PUT OFF MAYFLOWER HEARINGS

POSTPONEMENT of FCC hearing on the Mayflower decision limiting editorializing by stations was asked Thursday in a petition filed by the NAB. April 15 hearing was requested instead of the March 1 date as now scheduled. The FCC has indicated informally it is willing to consider petitions to defer the hearing.

NAB informed the Commission that several key witnesses will be unable to take part in the hearing if it is held starting March 1. Cited by the association are AFM negotiations resuming March 1; ASCAP negotiations, and plans for participation in the Geneva and NARBA international allocations conferences.

The hearing is "of the greatest importance" to the FCC, the public and the broadcasting industry, the NAB petition contended. At the same time, however, NAB personnel will be devoting their time to the other negotiations, which cannot be deferred, and will be unable to attend or to prepare NAB's case. Signing the NAB petition were Justin Miller, president; Don Petty, general counsel; Bryce Rea Jr. and Ivar Peterson, attorneys.

FCC first scheduled the Mayflower hearing to start Jan. 12. The hearing was deferred at NAB's request. Original call for the Jan. 12 hearing was issued in mid-September.

AUDIENCE METER

Potter Shows BMB Technicians

POTTER Radio Audience Meter was demonstrated before the BMB technical committee in New York last week by its maker, Jack Potter, head of the Potter Instrument Co.

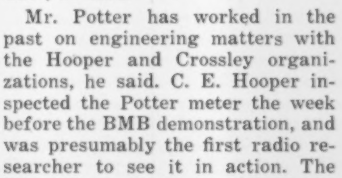
The technical committee's evaluation of the device will be heard at the next BMB board meeting on Feb. 20, according to a Bureau official. The demonstration was repeated for the press later the same afternoon. Mr. Potter said that while his device produces basically the same information as the Nielsen meter he was not bearing down on the competitive angle. The Potter firm, he continued, is not interested in entering the radio research field but intends merely to produce the meters, or let other manufacturers produce them, since it holds the patents.

Operation of Meter

The Potter meter is housed in a metal box 8" x 12" x 5". It is connected to the home set by connecting a ground wire and sliding a metal plate under the radio. Thirty days of continuous record as to what stations are tuned, and for how long, is imprinted electronically on standard 16 millimeter film. The Potter meter can be used with any superheterodyne receiver but is not for FM or television use, according to its maker. It is 99% accurate, Mr. Potter said, and can be adapted readily for multiple set installations in homes having more than one radio. In lots of 500 the meters cost about $80 each to produce, he said.

Mr. Potter has worked in the past on engineering matters with the Hooper and Crossley organizations, he said. C. E. Hooper inspected the Potter meter the week before the BMB demonstration, and was presumably the first radio researcher to see it in action. The latter demonstration was held "as a matter of course," a BMB official said, adding that the bureau is interested in all such devices.

* * *



THE POTTER meter, showing insertion of the film magazine, which records tuning information.

Radio to Support Red Cross Drive

Truman's Broadcast to Open 1948 30-day Campaign

THE ENTIRE radio industry is gearing its activities to the 1948 Red Cross Fund Campaign, March 1-31, to insure extensive and successful nation-wide coverage, Red Cross National Headquarters in Washington announced today.

Practically every known type of aural radio and television feature is contained in the campaign designed to carry the Red Cross story to more than 100,000,000 potential listeners. Cooperating with the organization are the Advertising Council, NAB, networks, local stations, AFM, AFRA, Radio Writer's Guild, Hollywood Coordinating Committee, BMI, ASCAP and SESAC.

Hundreds of top ranking radio stars, in cooperation with the Advertising Council, will aid in the drive. Red Cross has produced six 15-minute transcribed versions of outstanding currently popular network programs carrying the label *It's Red Cross Time;* a double-faced platter containing three 4½ minute dramatic skits and a group of 45 second station break announcements, all featuring Hollywood personalities; special announcements for use on domestic foreign language stations; live announcements, dramatic, musical, speech and interview material to be provided local stations by Red Cross chapters.

More than 1,000 stations have agreed to carry the quarter-hour discs, according to advance orders received from local chapters. Drama and spot announcements, mailed through the NAB, direct to both member and non-member stations, have been delivered to 1,523 AM stations and 337 FM outlets, making a total of 1,860 stations scheduled to carry the shorter programs and announcements.

The whole-hearted support of the four major networks has been registered and they will launch the March campaign by broadcasting President Truman's address which will herald the official opening of the annual Red Cross appeal at 10-10:05 p.m. (EST), Sunday, Feb. 29. The Chief Executive will be picked up direct from Key West, Fla., and introduced in Washington by Basil O'Connor, president of the American Red Cross. Again this year, "Red Cross Radio Day," will be observed Monday, March 1.

Lightning Hits

LIGHTNING stymied video operations of KTLA Hollywood as well as W6XAO on Feb. 5. Lightning struck KTLA antenna atop Mt. Wilson 15 times, destroying telephone and power lines. W6XAO suffered fire destruction of two $10,000 power transformers when hit. KTLA and W6XAO both returned to air next day, effecting a minimum of program cancellations.

At Deadline ...

NAB PETITION TO POSTPONE MAYFLOWER HEARING DENIED

DENIAL of NAB petition for postponement of FCC's March 1 "Mayflower hearing" on station's rights to editorialize (story page 89) was announced by Commission Friday. At same time FCC released list of 60 witnesses showing order in which they're to be heard. Several days, perhaps weeks, expected to be required to complete hearing.

FCC understood to feel it could not postpone start of hearings since participants have been notified of March 1 date, but reportedly is disposed to give NAB leeway in selecting time for its own presentation. Leader in fight for stations' right to editorialize, NAB had asked continuance because other pressing activities would prevent its completing preparation by March 1.

Order of appearances follows (requests for changes in time or order of testimony, and for addition of witnesses, should be directed to General Counsel Benedict P. Cottone):

ABC; CBS; NBC; Yankee Network; Nathan Straus (WMCA New York); Morgan Sexton (KROS Clinton, Iowa); Robert Mason (WMRN Marion, Ohio); Chicago Federation of Labor (WCFL); Cornell U. (WHCU Ithaca); United Auto Workers, CIO; Voice of Freedom Committee; Communications Workers of America; Saul Carson; American Civil Liberties Union; Charles A. Siepmann; M. S. Novik; Theodore Pierson; American Jewish Congress; AMVETS;

CIO; Morris L. Ernst; Farmers Union of America; American Veterans Committee; Institute for Education by Radio; Girard Chester; Cooperative League, U. S. A.; AFL; Iowa Assn. of Radio News Editors; American Council of Christian Churches; Advertising Federation of America; Revere Racing Assn.; Committee for Constitutional Government; Progressive Citizens of America; Committee to Insure Non-partisan Radio; Radio Writers Guild; American Federation of Radio Artists; Joint Religious Radio Committee;

American Jewish Committee; Radio Directors Guild; National Assn. of Radio News Directors; Radio & Television Broadcast Engineers Union; National Assn. of Broadcast Engineers & Technicians; National Assn. of Educational Broadcasters; Assn. of Broadcast Unions & Guilds; American Federation of Musicians; American Assn. of Theatrical & Radio Press Agents;

FM Assn.; NAB; T. A. M. Craven (WOL Washington); WGN Chicago; Robert E. Cushman (WHCU Ithaca); Beri Lottridge (WOC Davenport); Ralph Hardy (KSL Salt Lake City); Phil Miller; William Quarton (WMT Cedar Rapids); William J. Scripps (WWJ Detroit); Dr. Frederick Siebert; E. R. Vadeboncoeur (WSYR Syracuse); Frank Waldrop; Ronnie Loudermilk.

POOL OF 4 TV CAMERAS TO BE USED AT CONVENTIONS

ONLY four cameras to be used in Philadelphia's Convention Hall instead of eight originally planned for video coverage of political conventions, it was decided last week in New York by national committee in charge.

Committee, headed by J. R. Poppele, Bamberger vice president, discussed reports of technical, traffic and finance subcommittees. Members discussed location of pool cameras and individual studios to be built by ABC, CBS, NBC and DuMont for exclusive programs when intercity connections are not in use for pooled telecasts, and similar matters.

MEXICAN OUTLETS MAY RETURN

DEATH of Mexican Interior Secretary Hector Perez Martinez early Friday may prompt early return to air by Mexican Government's XEDP and XEXA Mexico City, which have been closed since Feb. 1 pending reported reorganization of Interior Dept., according to Mexico City radio authorities. Delay in reorganization attributed to his illness. XEDP on 1060 kc with 50 kw; XEXA on 6175 kc with 100 w.

THREE A, NINE B PERMITS FOR FM STATIONS GRANTED

THREE Class A, nine Class B FM construction permits authorized by FCC Friday. Five Class A and four Class B CPs issued in lieu previous conditions. Commission also granted requests to delete three Class B authorizations.

Rep. Alvin E. O'Konski (R-Wis.) granted modification of conditional grant for Class B instead of Class A outlet at Merrill, Wis. Channel 264, 100.7 mc.

Asheville Citizen-Times Co. Inc., licensee AM station WWNC Asheville, N. C., given authority to delete CP for Class B FM station as was West Central Broadcasting Co. (WEEK), Peoria, Ill. Neither gave reasons but indications were insufficient interest in FM at present to warrant investment. Tri-State Broadcasting Co. granted cancellation of Class B permit at Evansville, Ind., because it was not awarded its proposed AM station there.

CPs were issued to:

New CPs: CLASS A—WTTM-FM Trenton, N. J.; KVRO Brownsville, Tex.; KVMR McAllen, Tex. CLASS B—KOKX-FM Keokuk, Iowa; KFMY Fort Dodge, Iowa; KFNF-FM Shenandoah, Iowa; KNEX McPherson, Kan.; WTBO-FM Cumberland, Md.; KOAK Clinton, Okla.; WILK-FM Wilkes-Barre, Pa.; KELO-FM Sioux Falls, S. D.; KRGV-FM Weslaco, Tex.

Issued CPs in lieu previous conditions: CLASS A—KAGH-FM Pasadena, Calif.; WFMO Jersey City, N. J.; WUSJ Lockport, N. Y.; WVAW Cheviot, Ohio; WABX Harrisburg, Pa. CLASS B—KFVS-FM Cape Giradeau, Mo.; WBAM New York; WNXC Lima, Ohio; KGW-FM Portland, Ore.

Following Class B allocation plan changes approved: Shamokin, Pa.—deleted Channel 284, added 275; Sunbury, Pa.—deleted 275, added 284; Green Bay, Wis.—deleted 289, added 222; Appleton, Wis.—deleted 222, added 295; Crew, Va.—added 284.

NEW 250-W AM STATION ON 1340 KC FOR MURRAY, KY.

FINAL DECISION issued by FCC Friday granting Murray Broadcasting Co.'s application for new 250-w fulltime station on 1340 kc at Murray, Ky., and denying Paris Broadcasting Co.'s application for same facilities at nearby Paris, Tenn.

FCC denied Paris applicant's petition to reopen record, reaffirming earlier ruling that comparison with non-conflicting applications for that area (since granted) would not be justified and that availability of daytime frequency for Murray Broadcasting should not be considered. As in proposed decision [BROADCASTING, Oct. 20], Commission felt Murray with no existing station needs facilities more than Paris, which has two.

Murray Broadcasting owned by 11 local business and professional persons headed by George E. Overbey, 7.5% owner, who will be executive manager. Mrs. Clara Griffin (5%) to be program director. Other stockholders who will supervise programs in their particular fields include William G. Swann (17.5%); H. T. Waldrop and Mrs. Delano Waldrop (15% each); A. G. Gibson and Mrs. Gladys Owen Scott (10% each); Marvin O. Wrather, V. C. Stubblefield Sr., Dr. Hugh L. Houston, and Max D. Hurt (5% each). William E. Mofield, acting general manager of WPAD Paducah, to be general manager.

COWLES, WHB ASK TV

COWLES BROADCASTING Co. applied Friday at FCC for television Channel 9 (186-192 mc) at Des Moines. WHB Broadcasting Co. asked Channel 5 (76-82 mc) at Kansas City, Cowles newspaper-radio group through Northwest Broadcasting Co. earlier filed for Minneapolis [BROADCASTING, Feb. 12]. Cowles asks power of 25.5 kw visual, 12.75 aural at Des Moines. Initial cost estimated at $300,000, with first year expenses $120,000. WHB asks 18 kw visual, 10 kw aural. Initial cost is $245,000; monthly operating cost, $10,000; revenue, $3.000.

WJBW PETITION DENIED

DENIAL issued Friday by FCC to petition of Charles C. Carlson, operator WJBW New Orleans, seeking to reopen record to show proposed changes he would make in technical operation of his station if Commission should renew WJBW license.

Closed Circuit

(Continued from page 4)

existing surveys dissecting in detail those w
listen, and how and why. Knowledge desir
however, on those who don't listen, and w
Study needed because total listening hasn't
creased as fast as arrival of new stations.

THERE'S SOMETHING stewing in anti-tr
circles of Dept. of Justice on diversion
private companies of war-developed radar a
other electronic aids to navigation. Seve
companies may be asked to explain. Proce
ings mav pop within fortnight.

NAB DOESN'T intend to let FCC's wid
opposed interpretations of law on polit
broadcasts pass unchallenged. Its first probl
is how to oppose "dicta" enunciated in decis
without jeopardizing or delaying renewal gra
to WHLS Port Huron, station whose case F
used as springboard for its dicta-torial d
sertation [BROADCASTING, Feb. 2]. F
authorities have hinted they would be recepti
to move to get radio's views on record.

FCC besieged with inquiries and complai
from members of Congress since it unload
WHLS Port Huron decision decreeing th
political broadcasts may not be censored. R
fusal of stations to sell or allocate time f
campaigning may stir swift reconsiderati

CBS RADIO SALES aiming at several st
tions including WWL New Orleans, WCA
Philadelphia, KQW San Francisco, WJA
Pittsburgh, which would round out desir
total of 15 stations.

APPOINTMENT of successor to Harry
Dawson, retiring manager of Canadian As
of Broadcasters, will be left to incoming boa

MANY RADIO EYES cocked toward FCC
momentous clear channel case. It is thoug
FCC is taking up matter issue by issue in hop
of decision in advance of May 1 deadline
proposals for upcoming NARBA conferen
If FCC deviates sharply from proposals
either principal contention (clear-chann
group for 20 station, 750 kw power pla
regional committee for breakdowns of all cha
nels) reargument may be called by April
But it's premature to speculate.

ONE PRACTICE which Wayne Coy inten
routing out as FCC chairman is that of di
cussion of pending cases with Commissione
by parties in interest just in advance of Co
mission action. He feels position of Comm
sioners should be as sacrosanct as that
judges who would not think of talking w
opposing parties in advance of trial.

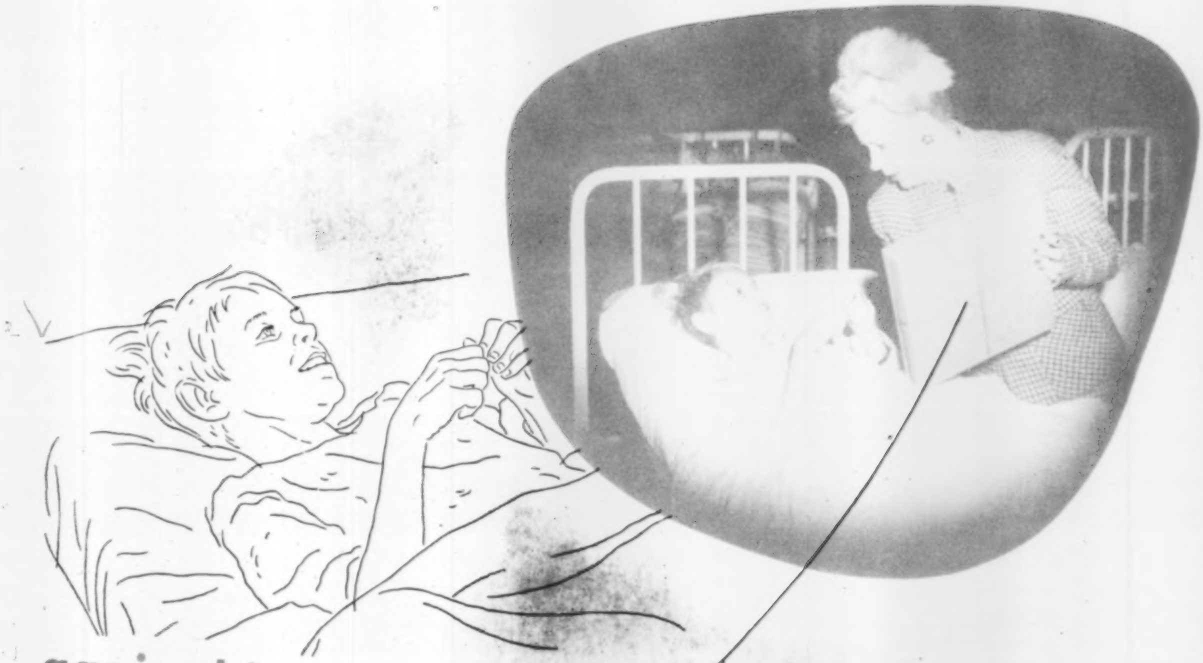
DILLARD TO ADDRESS CLUB

EVERETT DILLARD, president of FM As
will discuss "Current Problems and Fut
Prospects of FM as an Advertising Mediu
Feb. 19 at luncheon meeting of Radio Exe
tives Club of New York at Hotel Roose

WING DAYTON GETS FM

GRANT OF WING Dayton's Class B F
application announced by FCC Friday, wi
assignment of Channel 236 (95.1 mc), 1
kw effective radiated power, and anten
height 500 feet above average terrain.

NEW YORK TIMES FM station, former
WQXQ, now WQXR-FM conforming with A
affiliate, WQXR, returned to air Feb. 1
after shutdown to install new 10 kw tra
mitter.



again this year...

hundreds of sick children think *Santa is a Blonde*

It's small wonder that hundreds of sick children in the WLW-WINS area become confused about Santa Claus.

For again this year, it was Ruth Lyons who visited their hospitals to preside over the gala Christmas party made possible by the loyalty, generosity and charity of her "Morning Matinee" listeners.

Even after four years, it's still a heart-warming thrill to witness the eager, whole-hearted response to Ruth's annual campaign to raise Christmas funds for the five Children's Hospitals in Cincinnati, Louisville, Indianapolis and New York.

Early in November, Ruth began her appeal for contributions to alleviate the pain and suffering of the small patients in those hospitals. She promised to send a colorful "Morning Matinee" calendar to each listener contributing $1.00 or more. Here's what happened:

Long before the calendars were off the press, contributions were rolling into Crosley Square—and they continued coming long into January. Thirty-five thousand calendars were distributed and nearly $40,000 was received—over $5,000 more than last year. And, as usual, every cent above the nominal cost of the calendars was used to provide the huge Christmas parties and much-needed equipment for the five hospitals.

"Morning Matinee" is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility... one which we have dedicated our resources and efforts to fulfil.

WLW
The Nation's Station

CROSLEY BROADCASTING CORPORATION